

Press-Telegram
Southland

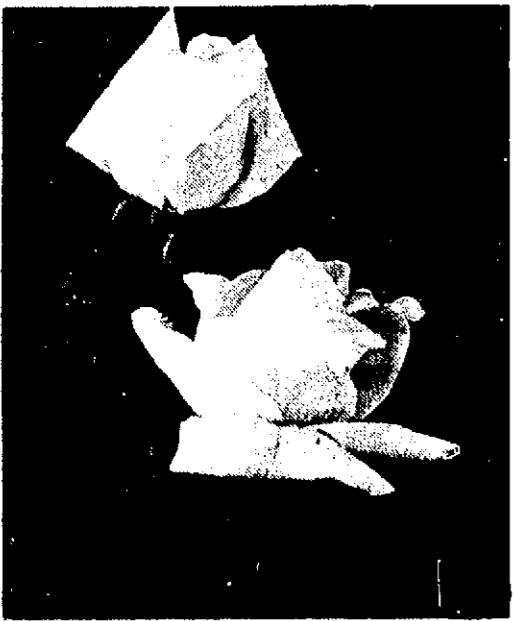
LONG BEACH, CALIFORNIA, SUNDAY, FEBRUARY 19, 1950

MAGAZINE
Section

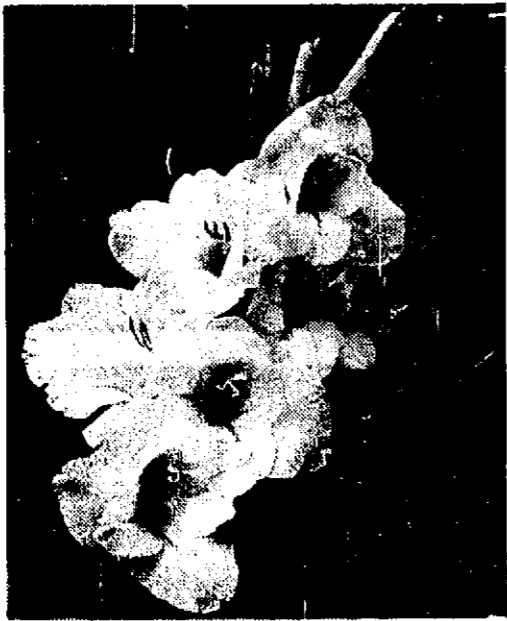


SPRING GARDEN NUMBER

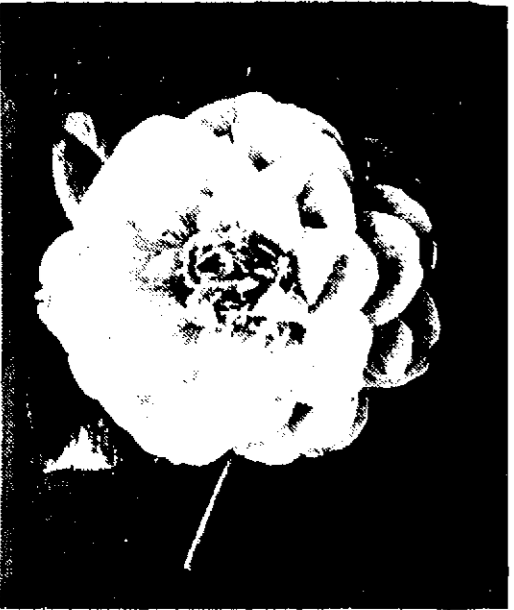
—Photo by H. S. Melvin.
Beautiful flowers are a heritage of springtime in Long Beach and today's Southland Magazine brings readers hints and helps on spring gardening.



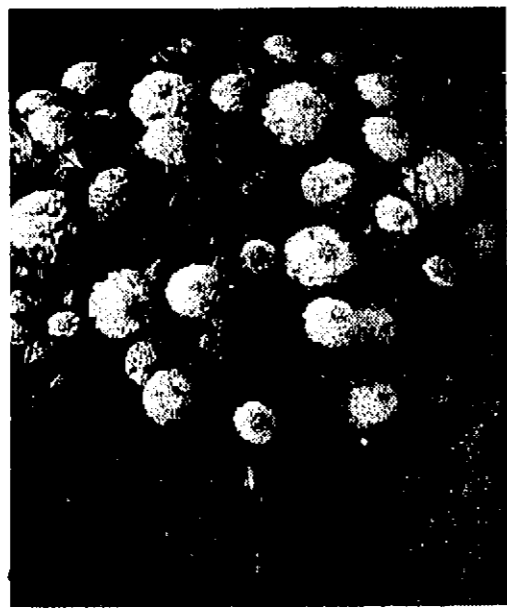
The rose, centuries-old queen of flowers, outdoes itself in the Southland.



Long Beach-grown gladioli are beautiful. Flower is South Africa native.



Camellias come from China, do well in their adopted country, the Southland.



California gardeners have accomplished miracles with dahlias from Mexico.

Long Beach is an International Garden

By Bob Gilmore

LONG BEACH and its environs is an international garden. Here you will find thousands of plants from more than 100 different countries. A trip around this area, for the gardening enthusiast, is like a trip around the world. Ornamentals from practically every nation on the globe have been transported to the Southland. Many of them, even after living here in their adopted country for several decades, still retain their native garb, and others have been so dolled up by local hybridists that they appear to be only a distant relative of their former self.

Southern California's plant life is heterogeneous, if nothing else. Probably nowhere else in the world can you find such diversity of flora from so many different countries. The fact is that many nurserymen in this area make their living simply by introducing foreign importations.

The origin or history of our better known plants is certainly one of the plant world's most interesting stories. The unparalleled growing conditions of this area account for what is often considered a miracle of horticulture. A cool wind in summer and a warm wind in winter combine to give the Long Beach district one of the world's most envied climates.

The queen of flowers is, of course, the rose and the history of this plant is one of the long-

est known, reaching way back into antiquity. The Chinese have cultivated the rose for countless centuries and bouquets of this ever-popular bloom have been taken, in preserved form, from Egyptian tombs of ancient times.

ONE OF the Southland's most prolific plants is the individual seedlings of Kentucky blue grass. There are millions of seeds in a pound of Kentucky blue grass and this variety is favored as the main ingredient in all high quality grass seed mixtures.

Kentucky blue grass is not a native of Kentucky at all. The seed was first brought to this country by the early English colonists. It became more or less naturalized in Kentucky and took on the name of that state. But today Missouri produces more Kentucky blue grass seed than Kentucky. Another interesting point about Kentucky blue grass is that the grass is green, not blue.

The chrysanthemum, the queen of autumn flowers, is another ancient plant. It was held in high esteem by the Chinese several hundred years before the Christian era. Somewhat later it was introduced into Japan where it inspired a national holiday and very much later it was brought to Eng-

land and then to the United States.

Tulips, which soon will be raising their gay-colored blooms, are natives of Russia and Asia. They were introduced into Europe about the middle of the 16th Century. Ever since the 17th Century Holland has specialized in the growing of tulip bulbs and her "tulip mania" of 1634 almost wrecked the country. A single bulb at that time was worth \$3000; today you can buy a better bulb for a nickel.

GLADIOLUS, natives of South Africa, are certainly a long way from home when grown in Long Beach. Yet much of the hybridizing on that plant has been completed by California gladiolus growers. California today is one of the country's leading production centers for gladiolus corms, millions of them being grown here annually.

Zinnias and dahlias, to complete your international garden picture, come from Mexico; petunias from Africa, narcissus from southern Europe, lily of the valley from Asia, cotoneaster from Formosa, portulaca from Brazil, primroses from England; and while some poppies are natives of the Alps and the Mediterranean, don't forget that the final touch to your international garden would be a few plants of California's own and glorious golden poppy.



Though natives of Russia and Asia, tulips bloom no more beautifully anywhere than in Long Beach.

Camera ANGLE

By The Shutterbug

EVERY camera fan wants to have an effective picture story of his or her home town. They are the pictures that mean so much in later years. I recently met a young camera fan who had an extremely interesting collection of home-town pictures, and so I asked him how he had happened to start his series. He said that he has been visited by friends from out of town, and he took his camera along as he showed them his city. The resulting pictures were so successful that he immediately became enthused about doing a more complete job in covering the whole community.

He decided to begin a new album, entitled "Home Town—1950," and to follow that up with later series, so that he would actually have a record of the growth and changes over the years.

He started by making an outline of the places in the city that he felt he should cover in his picture story. The first item was his home, of course, and he then added some general views of the business district. He selected the important buildings in town, and the industries for which the town was noted. He thought of several historical

landmarks that were tourist show places, and he pictured the homes and how people live on "both sides of the track." And his final group included the scenic views, the bridges, parks, and an overall view of the city from a near-by hillside.

When he had finished shooting, he found that he had gathered quite a collection of pictures. But before mounting them in the album, he decided that it would be smart to do some careful editing. He weeded out a few shots, eliminated the duplications, and even decided to reshoot a few scenes. When he finally mounted the collection, it turned out to be a most interesting and enlightening story of his home town. His friends were all envious of his fine work, and he was justly proud of a job well done.

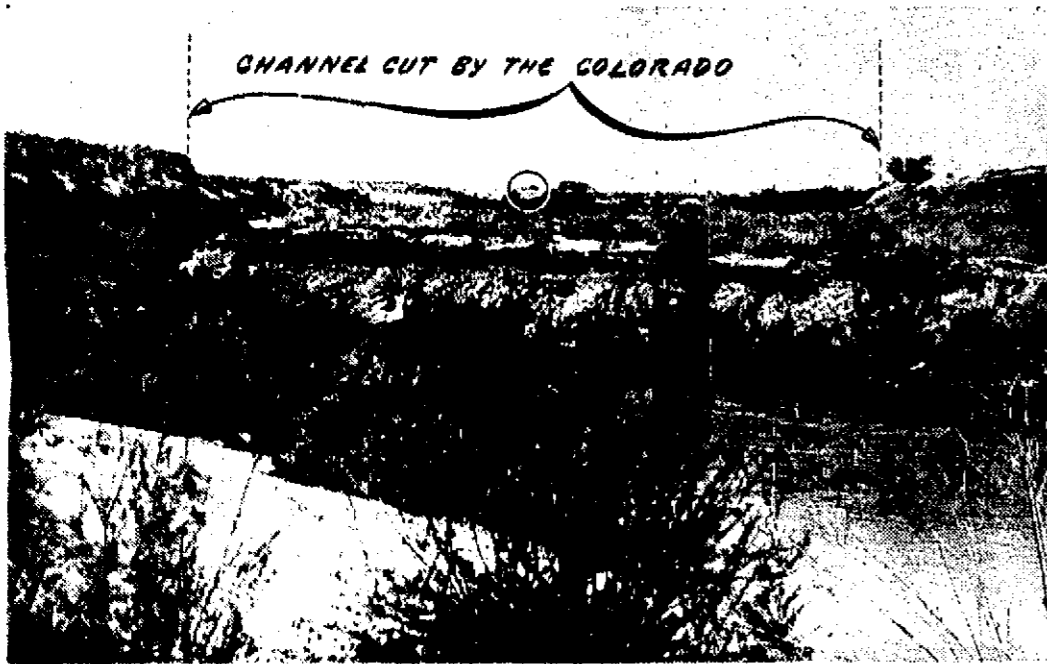
It is the simplest thing in the world to start such a series of home-town pictures. But the "before" shots, which make the interesting "before and after" combination in picture albums, must be taken now, before the changes occur. In later years, you'll be mighty glad you started shooting now.

NEXT WEEK: The Shutterbug will discuss darkrooms and developing of pictures by the amateur in next Sunday's Camera Angle.

A River Conquered



The high water mark of a once-great inland sea may be plainly seen on slopes near Route 99 in Imperial Valley. Fossilized sponges show in left foreground.



The Colorado River cut this channel when it changed course and slashed into rich Imperial Valley farmlands in 1905. Note size of automobile in circle.

By Robert Daily

HOW could a great sea appear and disappear in this desert country? It's nothing more than an old Indian legend. So said the hard-headed farmers of the Imperial Valley of Southern California.

But in 1905 they fled in terror as the great sea reappeared and threatened to destroy the rich farming country which they had struggled so long to develop.

In 1896 the California Development Company was organized to finance an irrigation project in this desert area. They knew that near Yuma the Colorado River, red with silt from the colorful canyons of Colorado and Arizona, passes close to the eastern rim of this vast depression on its way southward to the Gulf of California. Their engineer who had been sent to study the area returned with encouraging news.

"The entire basin," he reported, "lies below the level

of the sea—as much as 300 feet at the lowest point. The entire area can be irrigated by gravity flow from the Colorado River through a system of canals."

THE digging of the main canal westward from Yuma was started in 1900. At the entrance to the canal strong gates were constructed to control the flow of water from the river into the canal. By June of the next year water was flowing in the canal. Towns sprang up—Calxico, Imperial, Holtville, Brawley and El Centro. A barren desert had been transformed into a land of plenty.

Suddenly the water level in the canals began to drop. Farmers became panicky lest they lose their crops. It was discovered that the entrance to the canal had become clogged with silt, and that it would take months to clear the canal.

In spite of engineering objections that the Colorado was unpredictable and that a flood might come at any time, a new entrance into the canal, by-passing the gates, was cut. With this open cut anything could happen—a flood did! This was the chance the river seemed to have been waiting for.

A small obstruction in the channel opposite the entrance to the unprotected canal started an eddy which, as the hours went by, grew into a great whirlpool as wide as the river itself. The load of sand and silt being carried by the river began to deposit along the outer rim of the whirlpool and to build a great barrier of sand across the river itself, below the entrance to the canal.

On Aug. 1, 1905, the entire Colorado River broke through the headworks of the canal and charged out across Imperial Valley. While hundreds of farmers fled for their

lives, the river struck out through the open country, twisting, turning, destroying everything in its path. For 70 miles it tore a channel through the rich farm lands of the Imperial Valley, removing more than four times the weight of material excavated from the Panama Canal. At length the river reached the lowest point in the valley and once more the great inland sea began to form.

As the months passed, the sea rose higher and higher, as men worked desperately in unsuccessful attempts to close the break in the banks of the Colorado. Hundreds of thousands of dollars were poured into the construction of dams, gates and levees. Seven times, while the river lay dormant, attempts were made to construct barriers across the break, and seven times, when success seemed almost certain, the river rose and destroyed them. Now the break was 1100 feet wide and 40 feet deep.

The farmers of the Imperial Valley appealed to the government for help, and President Theodore Roosevelt enlisted the aid of the Southern Pacific Railroad. The railroad engineers were ordered to turn the river into its old channel, regardless of cost.

"We'll do it," said the engineers, "but the only way it can be done is to dump rock into that gap faster than the river can carry it away."

THEN began the great battle of men against the river. Railroad lines were constructed to the site. Every rock quarry in the southwest was opened up. Connecting railroads were ordered to stand by. The entire western division of the Espee was pressed into service in the all-out effort to plug the gap.

Fifteen hundred men were

organized for the fight, and, on Jan. 28, 1907, the rock began to roll. All railroads led to that gap in the Colorado. Crack passenger trains waited on sidings while trainload after trainload of rock went thundering past. For 15 days and nights the race went on, until finally the top of the great rock dam appeared above the surface of the river. On Feb. 11 the Colorado rolled slowly back into its old channel to continue its southward course to the Gulf of California.

Three million dollars had been spent to close the gap. Eighty thousand cubic yards of rock had been dumped into the break.

Since then the Salton Sea has shrunk to its present size. The mighty Colorado has at last been tamed by a series of dams, and engineers assure us that the legendary sea of the Southern California Indians has reappeared for the last time. But old-timers in the valley still keep a watchful eye on the river.

Southland's Cover

Beautiful girls and beautiful flowers are attributes of Long Beach. Southland's cover today symbolizes both as Dorothy Judy Klein adds her charm to the beauty of flowers. The occasion is the Spring Garden Number of Southland Magazine.



Build a picture story of your own home town around sightseeing tour.

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—Photo Courtesy All-Year Club of Southern California.

One of the Southland's spectacular floral displays is the blooming of the almond trees at Banning. They're in bloom now and are expected to reach their peak beauty by next Sunday.

Almond Blossom Time



—McCulloch Photo, Courtesy Banning Chamber of Commerce.

It's a sign of spring when these beautiful blooms transform the naked limbs of the almond trees. There are acres and acres of them in the Banning area, 85 miles from Long Beach.



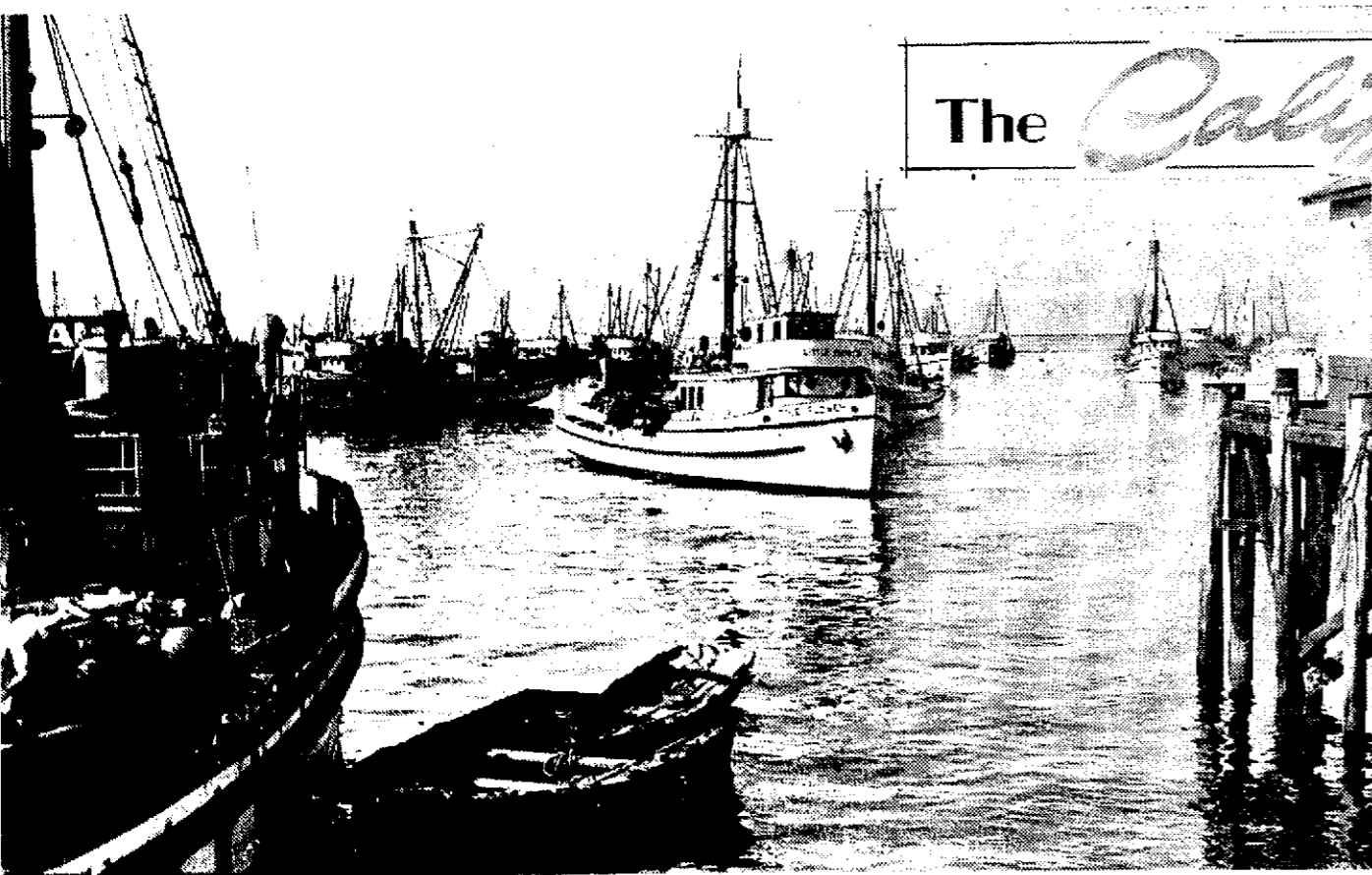
—Photo Courtesy All-Year Club of Southern California.

The first almonds were brought into California in the early 1850s and Banning's first almond tree was a seedling at the Rans Moore home. Almonds are now a valuable California crop.



—Photo Courtesy All-Year Club of Southern California.

Snow-capped peaks in the distance often lend added enchantment to the beauty of the blooming orchards. Residents and tourists alike respond to the brilliance of Banning in spring.



—Photo Courtesy Union Pacific Railroad.

Picturesque Monterey, famed in fact and fiction, is a summer and winter mecca for tourists. Here, fishing boats are at rest in the harbor. Port figured in early history of California.

The California Landscape

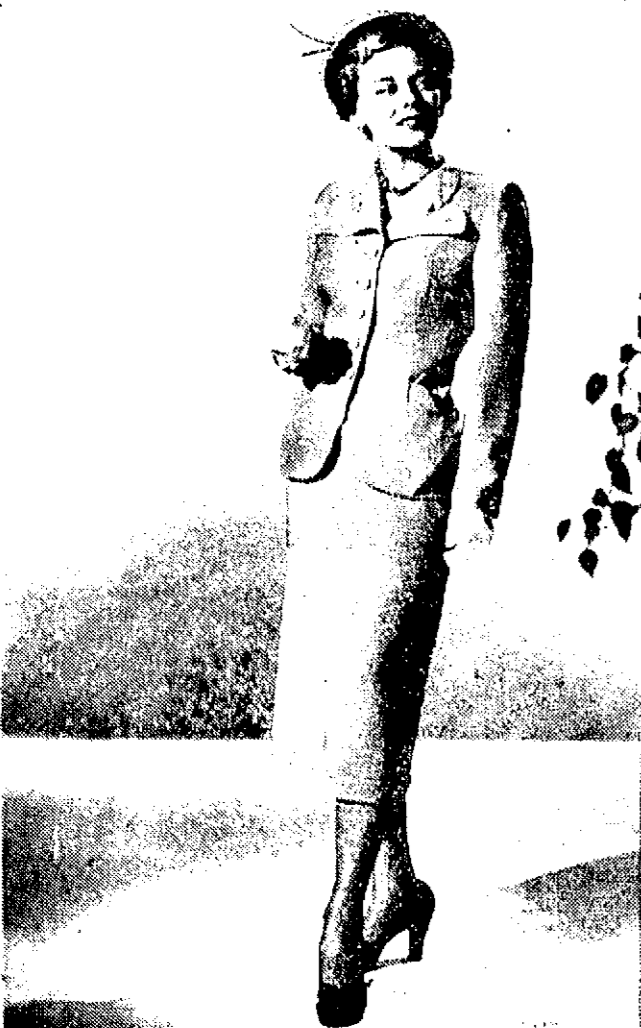


—Photo Courtesy Redwood Empire Association.

Aquatic Park in San Francisco is one of the most popular play spots of the northern bay area. Here is a view of a summer throng. Coit Tower may be seen atop the hill in distance.

MID-CENTURY Casual

The clean, uncluttered look is the California casual look for its new mid-century fashions. Street and day-time styles prove the importance of precision tailoring and the use of fine fabric. Suits are travel-wise classics coupled with contrasting topcoats, or with fine dressmaker touches can be worn after five. Also, coat-dresses are a favorite and one-piece dresses with a trim line are good for any time. Fine gabardines are smoothly cut for suits; silk tweed is an interesting fabric. Pure linen and butcher linen are deftly used.



Fashion news in elegance is Rummel-Abbate Originals all-occasion suit in Forstmann's Milateen. It's in best California tradition. Features are the heart-shaped jacket lapels and double heart hip pockets. (above)



Vacations mean travel and the gadabout's ideal clothes combination is suit and topcoat—good to get there in, to get about while there. Malwin has a tailored classic gabardine suit with matching plaid topcoat. (above)

Jailliard Jaillateen is used in suit combination of an interesting jacket topping pencil-slim skirt. A bow may be detached to convert the suit from sports to dress. Extra self skirt will provide two suits. (below)



A coat dress is cut in bright red butcher linen with generous, curving lapels. Its double-breasted look is accented with large pearl buttons. Side pleats are in flattering arrangement. It's by Natalie Holder. (above).

Gray Hair Glamour



A sprinkling of silver dust gives gray hair glamour for formal events. Dust of tinselly shavings is shaken over hair (left) after a light lacquer spray.

A SPRINKLING of bright silver dust is the newest way to glamorize gray hair. The glittery stuff, made of tinselly shavings, can be dusted over a completed coiffure to turn the duldest hair into a shining nimbus. Glitter is applied salt-shaker style from a canister.

New York's John Hall, who treats many a silvery crest to this glitter trick, advises using lacquer, sprayed on lightly, before silver dust is applied. Then, says this hairdresser, there'll be no flying particles when a lady dances.

When the dust has been

By Alicia Hart

shaken over the hair, the hair should be combed—not brushed—lightly. If the hair isn't silvery enough to suit, there can be another sprinkling and another combing. Two light applications are better than a single heavy one.

The glamour dust should be

applied evenly rather than in patchy effects. It is not meant to be used to create silver streaks, or to even up the light-and-dark effects of graying hair.

When a gala evening is over, a thorough job with a well-bristled brush will take that dust right out of a woman's hair.

Hair Styles for '50



If your hair looks exactly as it did two years ago, you can't possibly be in fashion

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'Stretch' A Room

INCREASE the apparent size of the small livingroom by making one entire wall a mirror, extending from sofa to ceiling. This will make the room seem to be twice its size and in addition is a very decorative treatment. Many Long Beach home owners have taken advantage of this method in re-decorating their houses.

Paint the ceiling off-white and the woodwork, the other walls and the space between mirror and floor a pastel blue, since light color tones help to increase size. On the floor install light tan marbleized asphalt tile from wall to wall.

For color contrast and harmony, use plain terra cotta and

dark blue upholstery fabric; dark robin's egg blue for draperies beside, not over, the windows.

Keep pictures to a minimum in order to avoid clutter. A shadow-box to hold fine hand-made American glassware will add interest and become a conversation piece. The ruby, topaz and other tints of the glassware will provide a desirable color note, especially if the shadow-box is lighted by a small concealed daylight-type fluorescent tube.

Plan built-ins everywhere possible to save space in the small living room, and if the room has an old-fashioned radiator, hide it by painting it to match the walls and woodwork.

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Storage Walls

THERE are two sides to the story of new storage walls, and both of them are found in a new room divider unit designed by George Nelson. Shelves are open on both sides of this piece of furniture, but some drawers and doors open on one side of it and some on the other. Thus it is a particular useful room divider because one side might be used in the dining room for dishes and silver while the other makes space for a radio and phonograph and living room accessories, and an equally interesting face is turned to both divisions of the room. These and other units like them designed by Nelson are free standing, make a wall-like division of space without having to stand end-way against an actual wall. Their storage usefulness is almost equal to that of two walls, yet the simple, free standing design on legs helps to keep today's favorite open, airy look for a double purpose room.

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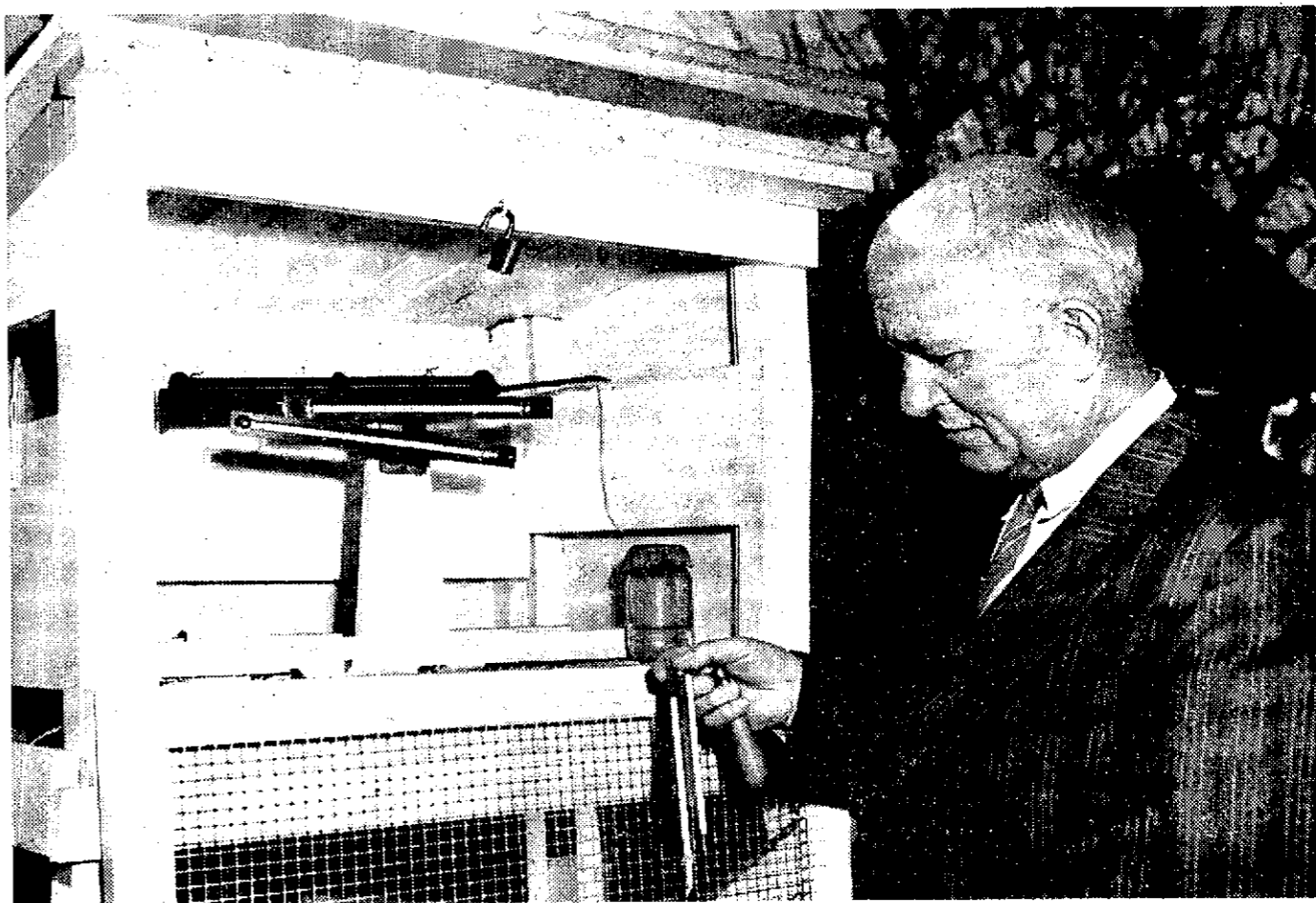
Despite the Southland's boast of a sunny clime, there are those nippy days in the winter when snow lies deep on the mountain peaks and freezing temperatures bite at the citrus crop. That's when Floyd Young and his aids come on the air to create a saving of at least 10 per cent of the \$200,000,000 harvest of fruit. Young broadcasts the frost warnings that are so highly important to citrus growers. An office and broadcast room has been fitted up in Young's home in Pomona and, from early November until late in February he is heard nightly at 8 o'clock on KFI giving temperatures and dewpoints. His broadcast is under the auspices of the U. S. Weather Bureau. Dewpoint is important to the citrus growers. It is the temperature at which dew or frost begins to form — dew if the mercury is above freezing, frost if it is below. Dewpoint may determine the rate of freezing or portend sudden fluctuations. It may be a sign of heavy dew deposits on trees and fruit with later freezing and spotting of fruit. Young's reports are based on cloud and wind conditions, old records of given localities and mathematical formulas. Broadcasts are for about 100 localities from the Sacramento Valley through Coachella Valley. Young has spent his adult life in the Weather Bureau service.



Floyd Young of the U. S. Weather Bureau, pictured at the "mike" in his home in Pomona, is a man whose name has a friendly ring for the Southland's legion of citrus growers. He broadcasts the fruit frost service warnings.



Young and Tom Crosson, a young meteorologist, make charts for broadcasts. They use several factors, including past performance charts — weather, not horse — in compiling forecasts.



Young records the dewpoint, important to citrus growers. For example, dewpoint 25 or lower might mean sudden temperature drop, loss of fruit, while a rancher got a cup of coffee.



If Young says "27 tonight" these smudge pots will be fired to heat orchard in frost fight.



With a cup of coffee in hand to offset night chill, Carl Hill, a rancher near Pomona, listens closely to Floyd Young broadcast.



Orchard heater is tended here by a grower in the "big snow" which hit citrus groves in 1949.

Variety

For Lent

By Mildred K. Flanary

FISHES and fripperies are not absolutely necessary in this business of eating, but mercy, how they do pep things up!

Each year about this time requests begin coming in for new ways of preparing Lenten dishes, and certainly just because fish is the primary place of resistance is no reason that menus should become monotonous. As a matter of fact, there are lots of ways to wake up a jaded appetite and lots of ways to dress up fish dishes.

And now that frozen fish in cellophane packages provides a choice of the best the sea has to offer, buy several kinds at once. Each package gives full directions for thawing and cooking times, but for general overall information, here are the fundamental rules.

1. If the entire package is to be used, allow it to thaw thoroughly at room temperature.

2. Separate fillets, handling gently so as not to break.

3. If portion of package is to be saved, partially thaw just enough so fillets can be separated without tearing. Then wrap unused portion in waxed paper and store as fresh fish. Do not refreeze and make sure to use as soon as possible.

Probably one of the most usual ways of preparing fish, and one of the best liked, is to bake it.

Stuffed Baked Fish

- 1 trout salmon, about 2 lbs.
- 2 cups soft bread crumbs
- 1 teaspoon salt
- 1/2 cup chopped parsley
- 1/2 teaspoon poultry seasoning
- 1/2 teaspoon pepper
- 1/2 cup melted butter
- 2 tablespoons lemon juice
- parsley for garnish

Thoroughly clean fish and place on a well greased heat-resistant glass platter 12 inches long. Mix together bread crumbs, salt, chopped parsley, poultry seasoning, pepper, butter and lemon juice. Stuff fish with bread stuffing and fasten sides together. Bake in hot oven, (400° F.), for 20 minutes. Garnish fish with parsley and serve on glass platter.

Mushroom-Stuffed Fillets

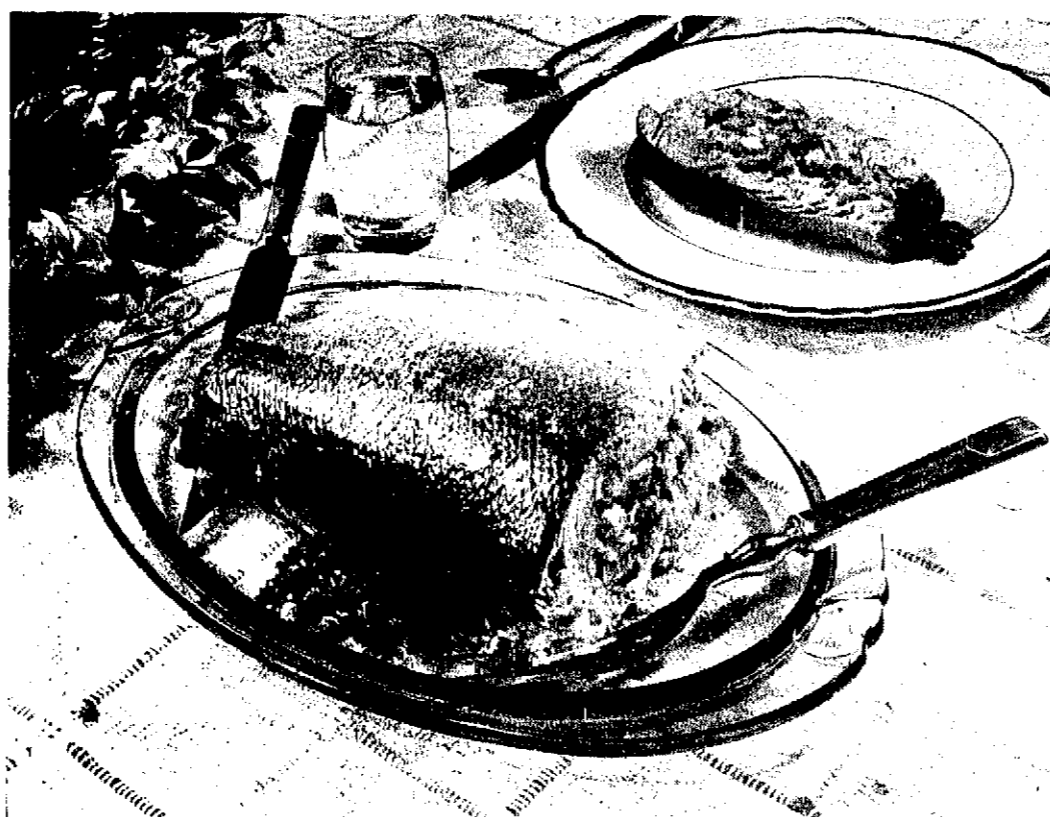
- 1/2 cup mushrooms, sliced*
 - 2 tablespoons hot fat
 - 1 teaspoon salt
 - 1/2 teaspoon pepper
 - 1 1/2 cups soft white bread crumbs
 - 1/2 cup milk, heated
 - 1/4 pound fillets, cut 1/2-inch thick
 - 2 tablespoons butter
- Saute mushrooms* in hot fat until they are a delicate brown. Add salt and pepper, bread crumbs and heated milk and blend thoroughly. Cut fillets into strips and place them around the inside of greased muffin pans. Fill centers with stuffing, cover with oiled paper and bake in moderate oven (350° F.) for 20 minutes. Remove paper, dot the stuffing with butter and continue baking until delicately browned. Serve with lemon sauce or garnish with thin lemon slices. Serves two to three.

*Lobster, crabmeat or shrimp may be substituted for the mushrooms, if desired.

Fish Piquant

- 3 tablespoons cooking fat
- 5 onions, finely sliced
- 1 1/2 pounds fillets, cut in sticks about 1 inch thick
- salt and pepper
- 1/2 cup sour cream
- juice of 1 lemon
- 1 tablespoon lemon peel, grated
- 1 teaspoon parsley, minced
- 3 tablespoons capers, chopped

Melt fat in frying pan. Sauté



Fish, stuffed and baked, has an appetite appeal for just a family meal or for more important occasions in the Lenten period when guests are present.



Shrimp creole and spaghetti, cooked separately and then combined, will make a tempting dish which is simple to prepare, good for coming Lenten season.

onions in fat until slightly browned. Add fish, season with salt and pepper. Stir in sour cream, lemon juice and lemon peel, parsley and capers. Simmer 20 minutes. Serve hot. Serves 4.

Fish à la Newburg

- 1 1/2 pounds lean fish fillets
- 1 tablespoon butter
- salt
- cayenne pepper
- 1/4 cup sherry
- 1/2 cup thin cream
- 1 tablespoon pimiento, minced
- 4 egg yolks
- 1/2 cup cream
- toast points

Cut fillets in 1-inch cubes. Heat butter in saucepan. Lay fish in pan, season with salt and a dash of cayenne and fry briskly for two minutes. Add sherry and 1/2 cup thin cream and pimiento. Cook five minutes longer. When done, thicken with egg yolks diluted with 1/2 cup cream. Stir until hot but not boiling. Season with paprika and serve on toast points. Serves 4 to 6.

For a Lenten dish which is a bit different, we suggest seafood spaghetti. On guest nights or busy days, the sauce may be prepared in advance and reheated. Of course, it takes a matter of minutes to prepare the spaghetti. There's just one precaution: Remember to add the shrimp at the time the sauce is reheated. Shrimp has a tendency to become tough if overcooked.

It goes without saying something crisp is always good with spaghetti. You will have thought of crusty rolls or a tossed green salad, but how about a tray of assorted relishes such as green pepper rings, tomato wedges, scallions and crisp celery.

Seafood Spaghetti

- 1/2 cup finely chopped green pepper
- 1/2 cup finely chopped onion
- 3 tablespoons fat
- 1 No. 2 can tomatoes
- 1 8-ounce can tomato sauce
- 1/2 teaspoon chili powder
- 1 teaspoon sugar
- 1 small bay leaf
- 1/4 teaspoon ground cloves
- 4 teaspoons salt
- 1/2 teaspoon pepper
- 1 1/2 lbs. fresh-cooked shrimp

3 quarts boiling water
8 ounces spaghetti
Sauté green pepper and onion in fat until tender. Add tomatoes, tomato sauce, chili powder, sugar, bay leaf, cloves, and 1 teaspoon salt. Cook covered, stirring occasionally, over low heat 40 to 50 minutes. Add shrimp. Heat through; do not overcook.

About 10 minutes before sauce is done, cook spaghetti. Add remaining 3 teaspoons salt to rapidly boiling water. Gradually add spaghetti so water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Dot with butter or margarine. If desired, place on serving dish and top with seafood sauce. Makes four servings.

Deviled Tuna in Calavo Halves

- 3 tablespoons chopped onion
- 2 1/2 tablespoons butter or

- margarine
- 3 tablespoons flour
- 1 cup milk
- 1/2 teaspoon salt
- 1/2 teaspoon Worcestershire sauce
- 1/2 teaspoon prepared mustard
- dash cayenne pepper
- 1 tablespoon chopped pimiento
- 1 7-ounce can tuna
- 3 Calavo pears
- lemon juice and salt for Calavo

Cook onion in butter slowly until tender but not browned. Blend in flour. Add milk and seasonings and cook and stir until thickened. Blend in pimiento and tuna broken into large pieces. Cut Calavo into halves lengthwise and remove seed and skin. Sprinkle fruit with lemon juice and salt. Fill Calavo halves with tuna mixture and place in shallow bak-

IT'S AN ANTIQUE

Old Pottery Jugs

By Mary Lou Zehms

THE PASSION for collecting old china extends to all sorts and conditions of man and, in certain localities, seems to run to one class of objects. Take the lowly jug as an example. Many families in the Southland are avid collectors of jugs (not to be classed with pitchers) and it is certain that they can find legions of them for they were made in almost every country on the European continent from the time of the first potteries. Not to be outdone, our early American potteries made some fine specimens which are worthy of collecting.

The four shown here, from a Long Beach antique store, are Mason Ironstone, made in the 1800's; Staffordshire, 1785; Minton, 1940, and Rockingham, 1830.

At Lane Delph, in Staffordshire, a pottery was established in 1797 by Miles Mason but it was his son, Charles James Mason, who perfected and patented in 1813 the ironstone china which has become so popular in this country. In their ironstone they made vases and jugs with relief ornaments decorated in colors. They were celebrated for a rich shade in blue, combined with red and a small amount of other colors, which gave a rich coloring. An early mark was the name "Miles Mason"; later it was simply "M. Mason," and from 1813 to 1851, when the business passed out of Mason's hands, it was marked "Mason's Ironstone China."

Minton's was established in 1790 at Stoke-upon-Trent by Thomas Minton. Until 1798, earthenware alone had been made at the Stoke Works, but since it was proving unprofitable it was abandoned for the manufacture of semi-transparent china. When Minton's son, Herbert, took over the works in 1836, he had upwards of



Many collectors prefer old English pottery jugs, such as Mason Ironstone, bottom left; Staffordshire, bottom right; Minton, top left, and Rockingham, top right.

1500 employees. They made articles of earthenware, soft and hard porcelain, parian, encaustic tiles, azulejos or colored enamel tiles, mosaics, majolica and Palissy ware.

There was a manufactory of pottery on the estate of Charles, Marquis of Rockingham, usually called "Rockingham ware." It appears to have been first established by a Mr. Twigg about 1745. After passing through several hands, it was taken over by Thomas Brumfield in 1823. He directed his attention to the manufacture of porcelain of the finest

description, employing the best artists and sparing no expense to bring it to perfection.

Staffordshire is known and loved by almost all connoisseurs. We have discussed its history and background numerous times so will leave it with this thought. Lowell says, "I stand by the old thought, the old thing, the old place and the old friend." If we give anything time to grow old, even as these jugs, we get that dignity which a hundred years bestows. This old china stands for a measure of antiquity; it is the hall mark of age.

You Crochet It

By Beverly Taylor

IF YOU like jewelry, you'll want to crochet this attractive necklace with just one ball of shiny-crochet cotton (any color goes) and a few odd pearls found in that old jewelry box. Requirements are one large ball of size 5 cotton, a No. 4 steel crochet hook, and 20 large pearl beads.

This is how you crochet the necklace:

Starting at neck edge, make a 16-inch chain. First row: Sc in 2nd ch from hook and in each ch across, until row measures 13 1/2 inches. Cut off remaining chain. Ch. 1, turn. Second row: Sc in each sc across. Ch. 1, turn. Repeat 2nd row four more times. Break off, leaving a strand of thread about 18 inches long. Fold band in half lengthwise and whip st both edges together neatly. Make a loop at one end large enough to fit over a pearl and work buttonhole sts over this loop. Break off.

Link loops: Place a marker three inches from end of band. Attach thread at marker, ch 14, sl st into band one inch from marker. Ch. 1, turn. First row: Sc in each ch across. Ch. 1, turn. Second row: Sc in each sc across. Ch. 1, turn. Repeat second row two more times. Break off, leaving a strand of thread. Fold loop over lengthwise and whip st edges neatly together. Break off. Attach

thread where previous loop ended, ch 19, sl st into band 1 1/2 inches from where thread was attached. Work same as first loop. Next loop (center loop): Work same as previous loops, starting with 28 ch and sl st 2 1/2 inches away from the start of this loop. Work two more loops to correspond with first two loops.

Second row of link loops: Attach thread to 11th sc of the second loop, ch 22, sl st to center of the center loop. Work in same manner as previous loops. Make a second loop to correspond. Attach thread to the 14th sc of last loop worked. Make another 22-st loop joining it to the seventh sc of next loop.

Third row of link loops: Attach thread to the seventh sc of the first loop worked and make a 14-st loop joining it to the 7th st of next loop. Repeat the loop just worked two more times. Make a 22-st loop joining it to the same loop as the previous loop eight sc from the previous joining. Make three more 14-st loops to correspond with the first three made at the beginning of this row.

Sew a pearl where each link loop was joined as in illustration and also sew a pearl to the center of the lowest loop. Sew a pearl to the neckband for a button closing.

ing pan, containing 1/4 inch hot water. Bake in moderately slow oven (325° F.) 15 minutes. Serve immediately. Serves six.

Shrimp Shuffle

- 4 tablespoons tapioca
- 1/2 teaspoon salt
- 1/2 teaspoon cayenne
- 2 1/2 cups milk, scalded
- 1 egg
- 2 tablespoons butter or margarine
- 1 cup canned peas, drained
- 1 cup cooked or canned shrimp
- 1/2 cup stuffed olives, chopped
- 1/2 cup celery, diced
- buttered toast

Heat milk in top of double boiler, add tapioca, salt and cayenne. Cook 15 minutes or until tapioca is clear, stirring frequently. Beat egg with fork. Add small amount of tapioca mixture, mix well. Return to double boiler and cook five minutes longer. Add butter, peas, shrimps, olives and celery. Reheat and serve on buttered toast.

Bake a Lemon Pie

By Gwen Franklin

WHEN in doubt about pie, make it apple or lemon. Then you'll be safe. Here's a new lemon pie recipe:

Famous Lemon Pie

- Three tablespoons cream-style cornstarch, 1 1/4 cups sugar, 1/4 cup lemon juice, 1 tablespoon grated lemon rind, 3 eggs, separated; 1 1/2 cups

boiling water, 1 (9-inch) baked pie shell, 6 tablespoons extra sweet white corn syrup.

Combine cornstarch, sugar, lemon rind. Beat egg yolks; add to cornstarch mixture. Gradually add boiling water. Heat to boiling over direct heat and then boil gently 4 minutes, stirring constantly. Pour into pie shell.

Beat egg white until stiff

but not dry. Gradually beat in the white syrup. Spread meringue over top of pie, carefully sealing in all the filling by spreading meringue to touch all edges of crust. Bake in hot oven (425 degrees F.) 4 to 5 minutes or until browned. Cool on a cake rack away from drafts. Serve cold. Makes one 9-inch pie.

Here's a good fruit dessert, especially after a heavy meal:

Banana Apricot Delight

- One cup dried apricots, 2 cups water, 1/4 cup sugar, 3 to 4 ripe bananas (use fully ripe bananas—yellow peel flecked with brown).

Wash apricots and place into saucepan. Add water and cook over medium heat 10 minutes. Cover and continue cooking over low heat about 10 minutes or until apricots are tender. Add sugar and cook 5 minutes longer. Remove from heat and cool thoroughly.

Just before serving, peel bananas and slice into 6 dessert dishes. Cover with stewed apricots. Serve with sweetened whipped cream or custard sauce, if desired. Note: Canned or leftover stewed apricots may be used. Six servings.



Smart cooks know that lemon pie never fails to make a hit. A new recipe is given here for the old standby.



Requirements for this unusual necklace are a large ball of cotton, crochet hook and 20 pearl buttons.

Press-Telegram Southland Magazine

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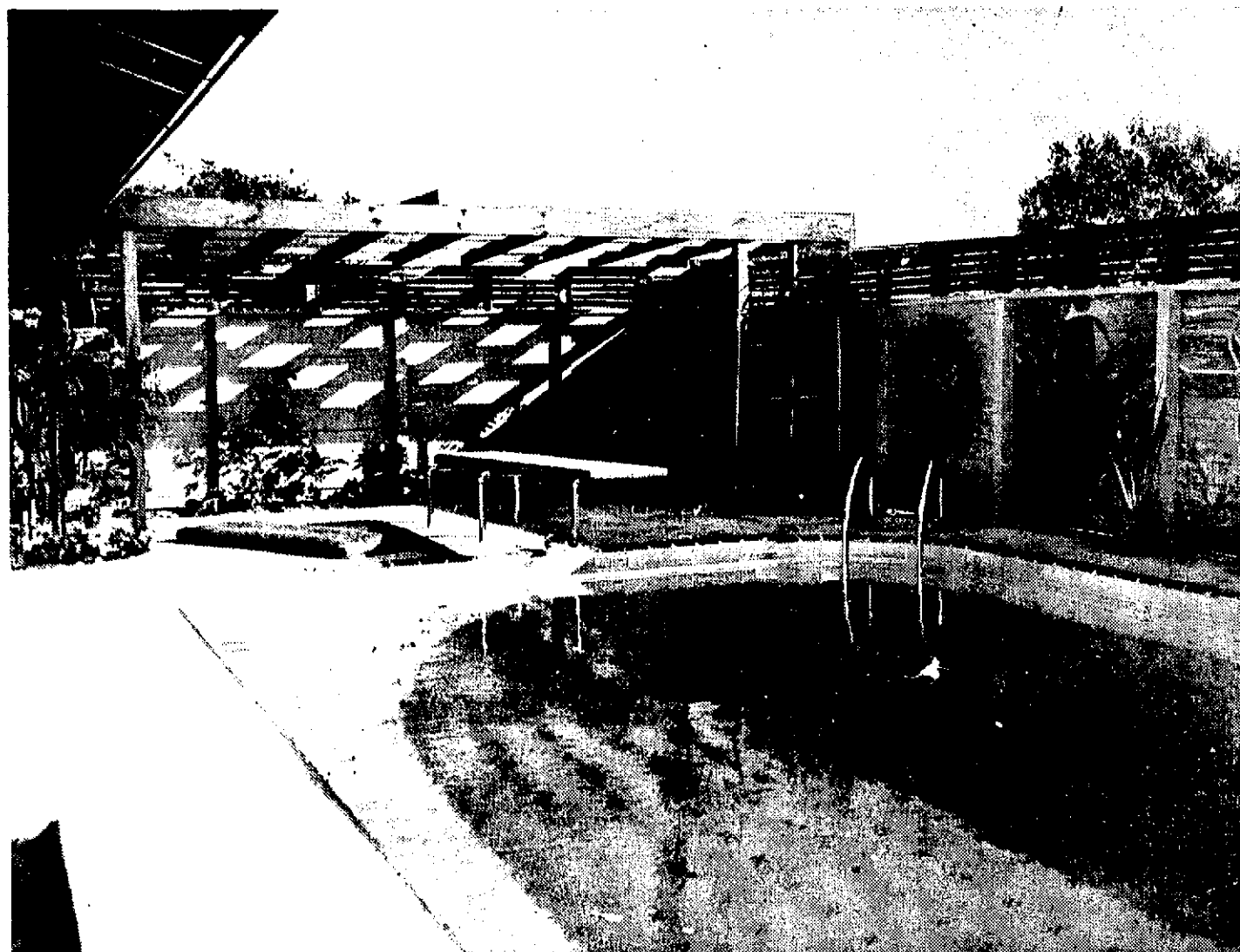
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Putting Green and Pool



Every inch of space counts in the layout of the home of Mr. and Mrs. Ray Teeple. A blue-tiled swimming pool sparkles behind a fence. At rear is a lanai with egg-crate covering and a rumpus room is built at the left.

ON CHRISTMAS DAY the Ray Teeples went swimming in their back yard. In fact, on almost any sunny day Mrs. Teeple, her college age daughter, Wrayanne, and her teenage son, Kerry, along with any number of friends can be found splashing in the warm water of their recently-built swimming pool.

Although the lot at 2520 Golden Ave. is not large—only 50x125 1/2 feet—the three-bedroom house, attractive garden, putting green, swimming pool, lanai and double garage with adjoining rumpus room are all arranged on it without crowding or skimping. Glass doors in the living room, flanked by floor-to-ceiling windows, open on the covered porch and back garden where the swimming pool takes up most of the yard.

A lanai built at the end of the pool has a cement floor, and a roof of redwood in egg crate design. Well planned planting adds to the beauty of the entire yard. Behind a lowered partition in the lanai are built the tanks for heating the water in the pool and for mixing chlorine with it. Mrs. Teeple will tell you how much work it is to keep a swimming pool clean but you can tell that it is work she doesn't mind because she gets as much fun out of swimming as her children do.

THE WALL of glass in the living room makes the garden and swimming pool a picture for the indoors so the attractive tropical plants and other vegetation growing outside are important to the interior decoration. New Zealand Flax, azaleas, camellias, gar-

By Dorothy Killam

denias, palms and ferns are some of the plants which grow in front of a lattice which encloses the putting green and some of these are planted around the lanai.

Blue tile which lines the swimming pool makes the water look clear and blue. Cement which borders the pool is in turn surrounded by lawn. The entire backyard is enclosed by a tall fence to insure privacy and to keep out wandering children who might fall into the pool. Mrs. Teeple has decorated several panels of this fence with murals which she painted in bright colors.

Since the pool is heated, night swimming can be enjoyed and a light mounted on the roof over the lanai provides plenty of light. On the porch just outside the living room are metal lounge chairs with blue cushions and grouped near the kitchen door are round-table and barrel chairs.

TEEPLE decided to install a golf putting green in the space used for drying clothes. To do this, he obtained an automatic clothes dryer and installed it just outside the door from the kitchen and service porch. He plans to make a bamboo cover for the dryer, providing service space when the family has meals outdoors.

The rumpus room built on one side of the garage is furnished with an eye to comfort and with furnishings which can be sat upon by people wearing wet bathing suits. Bright yellow curtains hang at the windows and, even from outside, the room looks inviting.

In the living room three

walls are painted a grayed shade of blue-green and one wall is gray. The entrance hall is painted coral in striking contrast to the living room into which it opens. One wall of the entry is decorated with four large water color prints framed on white mats and portraying life-like reproductions of flowers.

THE FIREPLACE is built away from the wall of glass and, in contrast to this open airy mood, the fireplace nook is cozy and warm. There is no formal mantel but instead bookcases which flank the fireplace form a long shelf extending the width of the wall. Windows on either side of the fireplace have valances made of wood to match the design on the doors of cabinets below.

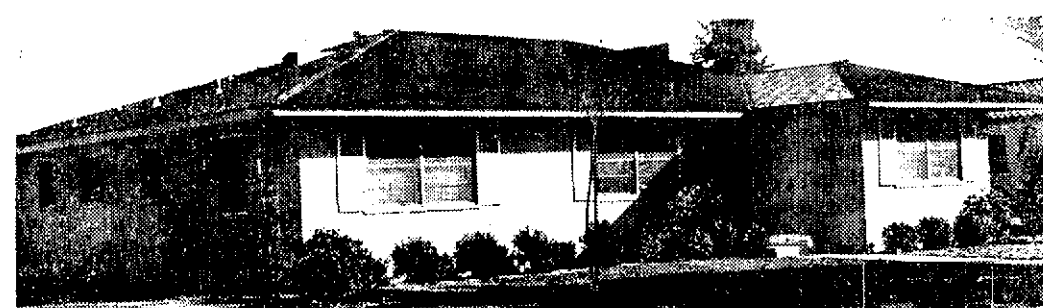
The wall directly over the fireplace is decorated by a mural done in a Grecian motif by a friend of the Teeples. Tall lamps on the ledge below repeat the Greek mood. Aside from the red brick fireplace facing and hearth this entire wall and its shelves, cabinets and valances are all painted a pleasing shade of grayed blue-green.

Coral and yellow draperies can be pulled over the wall of glass for complete privacy. On gray wall-to-wall carpeting stand modern chairs and a couch of chartreuse and a deeper shade of green. Gray chairs serve a drop-leaf table. A spinet piano stands opposite the fireplace.

The practical kitchen has a U-shaped work counter with the sink in its center and the refrigerator at one end. The stove is at the opposite end. In one corner is a breakfast area furnished with round table and corner bench covered in brown leatherette. Chairs which supplement the bench are also covered in brown leatherette.



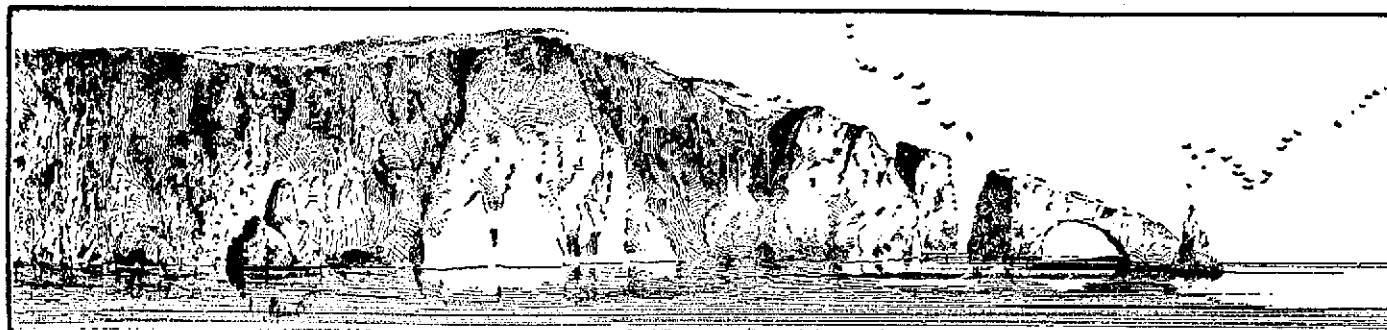
A wall of glass in the living room practically brings the back garden with its swimming pool right indoors. Glass doors closely connect the two areas.



Occupying a lot of medium size—50 by 125 1/2 feet—this home has 3 bedrooms, a double garage, swimming pool, a lanai and rumpus room and putting green.

—Photos by Jasper Natter.

Whistler's First Spark of Genius



James McNeill Whistler was only 20 when he prepared these etchings of the Channel Islands off Southern California. He added birds (right) to formal drawing, but no one suspected that he'd become a famous painter.

NOT many people in Long Beach know that the famous painter, James McNeill Whistler, was once employed by the engraving section of the Coast and Geodetic Survey and that his fanciful etching of the head-

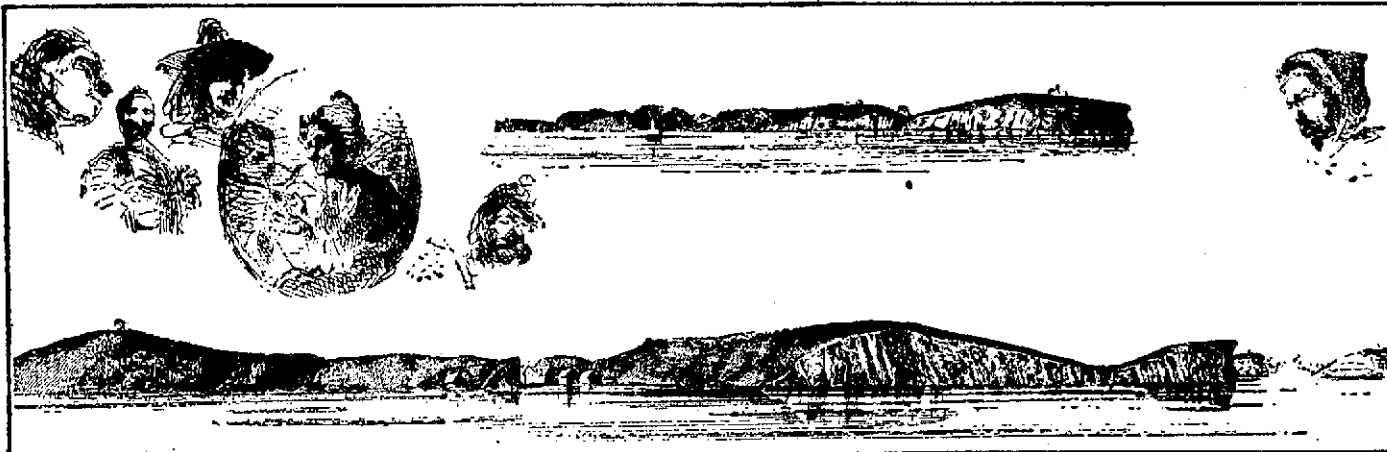
By Ruth Reece

in some little heads of friends, and even included a portrait of himself as a Spanish hidalgo. These are now regarded as the first genuine Whistler etch-

ings, but in 1854 no one suspected any spark of genius in the young man and his unnecessary additions seemed more like meaningless "doodle-ings,"

so he left the Coast and Geodetic Survey to find fame and fortune elsewhere.

The original engravings no longer are available, but a reproduction of the copper plates is on file in the Coast and Geodetic Survey.



Here is another of Whistler's drawings of the Channel Islands. In this one he paused to sketch in these little heads of friends, even including portrait of himself as a Spanish hidalgo. Drawings were made in 1854.

land of the eastern extremity of Anacapa Island, one of the Channel Islands off Southern California, resulted in his separation from the service. Whistler was appointed to a position with the bureau in November, 1854, at the age of 20, after leaving West Point, where he had been a cadet for a short time. Upon his entrance on duty he received technical instructions in the art of etching and copper engraving and was assigned to make a sketch of Anacapa Island. He proceeded to add to the formal drawing of the island some sketches of flocks of graceful birds flying over the water. In a second etching, while doing the topographical view of another portion of the coastline, he paused to sketch

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Looking across the putting green, the camera catches a view of the swimming pool and corner of rumpus room through a lattice-type fence and plantings.

Remodeled for New Values

By Dorothy Killam



Rococo frame on mirror over mantel in the Murray home is antiques while and contrasts with the green wall.

WHEN the G. Gordon Murrys moved here from Seattle two years ago the housing shortage was still acute and because they wanted to live close to the water, their only choice seemed to be to buy the ordinary-looking little house at 5309 E. Broadway—at least it had the right location. Today there is little resemblance to the house the Murrys moved into in the house they are now living in, as may be seen by the before-and-after pictures on this page.

Soon after they moved in, the Murrys sent snapshots of the house to a couple of young Seattle architect friends who sent back sketches of suggested improvements. A small corner window which would neither let in sunshine nor provide a view and another poorly spaced window were blocked out and a large picture window was built into the center of the wall.

Since this large window is

a modern feature the slightly sloping roof had to be modified so a kind of overhang was effected by using redwood planks. These planks help shade the large window during the summer and add to the new long and low look of the house.

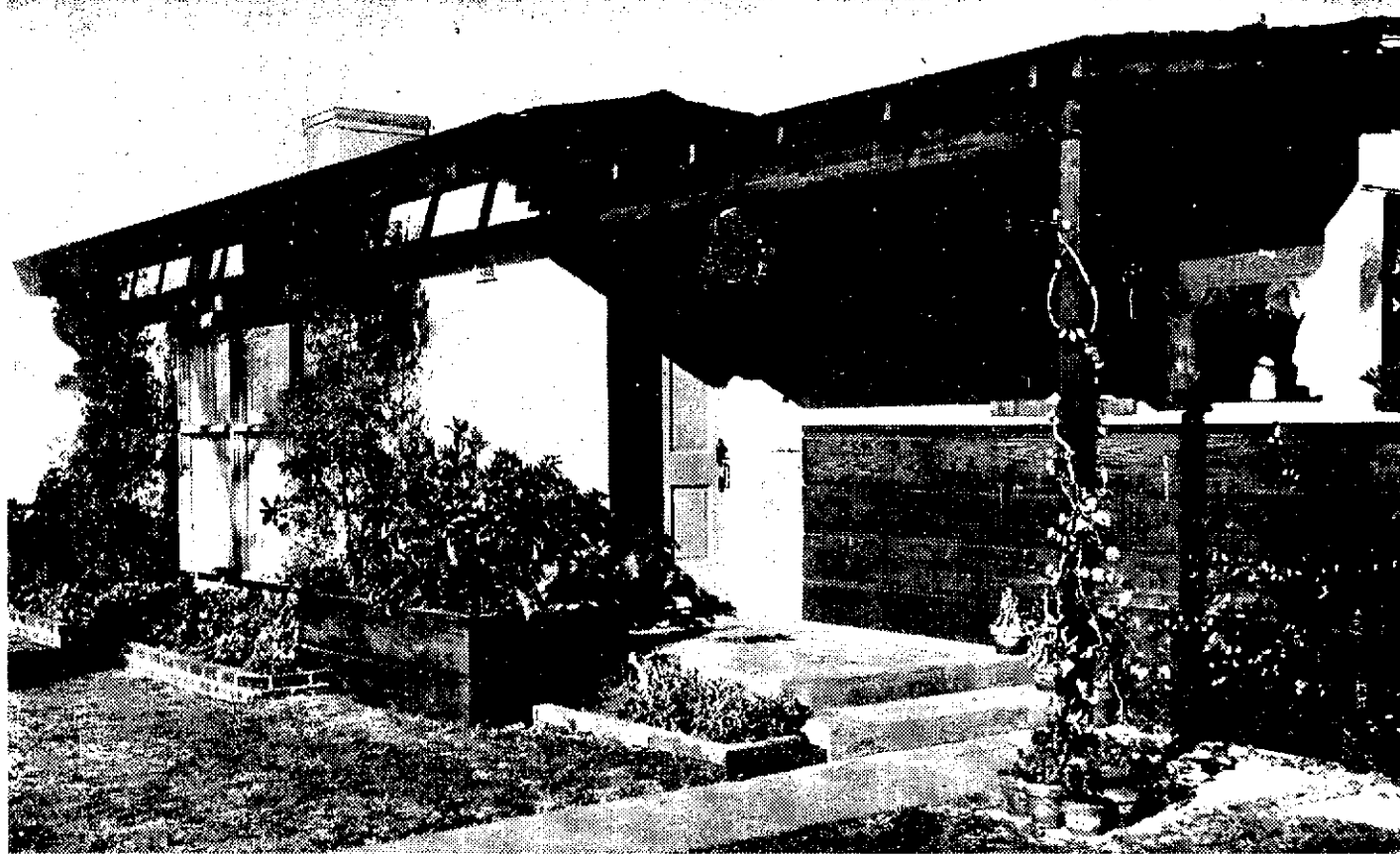
Planting boxes are also responsible for seemingly bringing this house down from its perch on a high foundation. These are of redwood and on one side of the house the planting extends to the property line. The planting box under the window comes to the sill and is planted with a profusion of geraniums, whose colorful blossoms can be seen as well from inside as from without. Planting boxes on either side are built up higher and planted with shrubs.

A short wall, built at an angle to the front door, has been trimmed with redwood which extends to the boundary line in the form of a gate to the back garden. With this redwood trim, the small corner window looks as though it belongs and the house looks longer and lower.

The plaster exterior has been painted a grayed blue-green color in pleasing contrast to the redwood trim. The dingy picket fence which failed to enclose the yard was removed and the lawn extended to the sidewalk.

IN THE living room, walls are painted green which has been grayed down to a soft shade and the ceiling is a lighter shade of green. Both shades were taken from the draperies as the colors in their floral pattern set the color scheme for the living room and adjoining dining room. Glass curtains at this spacious window filter the light during the day and the floral draperies can be pulled for night privacy. A wood valance over the window is painted the same color as the walls.

Although the exterior is contemporary in design it is not in any way an extreme modern that will not blend with period pieces used in the living and dining rooms. Hanging over the 18th Century fireplace is a mirror framed in



Before and After—Desiring to add comfort and distinction to their home, the Murrys decided upon remodeling. The exterior metamorphosis of this home is clearly shown by the "before" look (lower photo) and house today.



—Photos by Jasper Nutter.

Sunshine warms the living room as a large picture window replaces two small windows which formerly served room. Bamboo roller shade is used in summer.

rococo design and antiqued in white. Mrs. Murray's Dresden figures of a boy and girl are prominently displayed on the mantel. Candle sconces on either side add to the attractive mantel arrangement.

Pine cones and driftwood are stored in a large copper pot which the Murrys brought with them from Ohio, and which now is placed on the hearth. A spinet piano is placed at the end of the room opposite the fireplace and a period painting hangs above it to give the wall interest. A green couch and glass-topped coffee table are placed at an angle to a large window. Two chairs are

grouped with a round table opposite.

ON THE fourth wall are grouped a comfortable reading chair, lamp and secretary. French doors on this wall replace a small window and lead to the patio. During the spring the view from these doors is lovely because a peach tree in the patio is covered with blossoms. The patio is paved with brick.

This outdoor scene of peach tree and patio can be enjoyed from an interesting window in the dining room as well as from the living room. The center portion of this window has a sill deep enough for narrow

glass shelves and Mrs. Murray has decorated these with colored glass bottles and vases. Ruffled curtains cover most of the two windows which flank the decorated center window.

Maple ladder-back chairs, table and dish cabinet are given a colorful background of roses, green leaves and blue daisies in the wallpaper above a blue-green dado. The ceiling is painted beige—a color taken from the wallpaper.

A Chinese hooked rug covers

the floor to lend more soft color to the room.

The dining end of the kitchen is papered with a small geometric pattern and windows are hung with sheer white curtains topped with a red chintz ruffle. Hand-painted dishes and other interesting pieces decorate the plate rail over the door and the window to which the ruffle is attached. The Murrys put dovets about a foot long on the cabinet doors instead of opening knobs.

HERE'S AN IDEA

Patio Window



—Photo by Jasper Nutter.

This service window, between kitchen and patio in Geo. A. Richards home, is convenient and practical.

By Peggy Sewell

IN MANY Southland homes, the emphasis is being placed on outdoor living. The desire for easy, casual living has resulted in the patio becoming an integral part of these homes. The problem of serving refreshments, or even meals, to the patio from the kitchen can be greatly facilitated by means of the service window.

If there is no available space in the kitchen to allow for one of these windows, a Dutch-type door with a small ledge at the top of the bottom portion would aid considerably. However, the type of service window to be found at the home of Mr. and Mrs. George A. Richards at 1021 Marshall Place is the most convenient and practical.

It is located between the upper and lower cupboard acting as a serving counter. The counter is extended somewhat out into the patio side and is entirely covered with formica. The door which covers the window slides upward almost out of sight and is held in place

by a wooden pin. The door is made of the same pine paneling as the cupboards and detracts nothing from the rest of the kitchen when closed.

Color Scheme

YOU know how a new room can be color schemed from a beautiful patterned rug. The rug is the room's ready-made color scheme—shades from it are matched for the paint on the walls, furniture covers and draperies. Did you ever think that this same idea can be made to work backward? Even if you can't buy another new thing for the room, a new patterned rug can still star as a color schemer. With the many new patterns in so many new colors shown today, you can find a rug that's exactly right for the room as it is, in style and to repeat the room colors. A new rug like this ties a color scheme together, freshens and brightens a handsomer room.

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a.

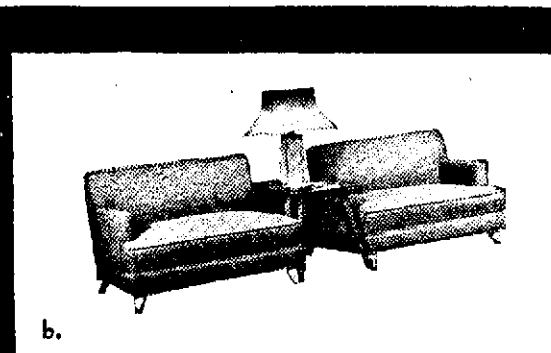
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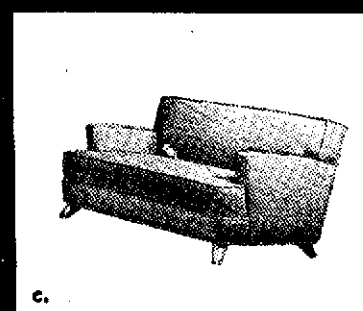
b. 2-piece sectionals—169.75

c. love seat

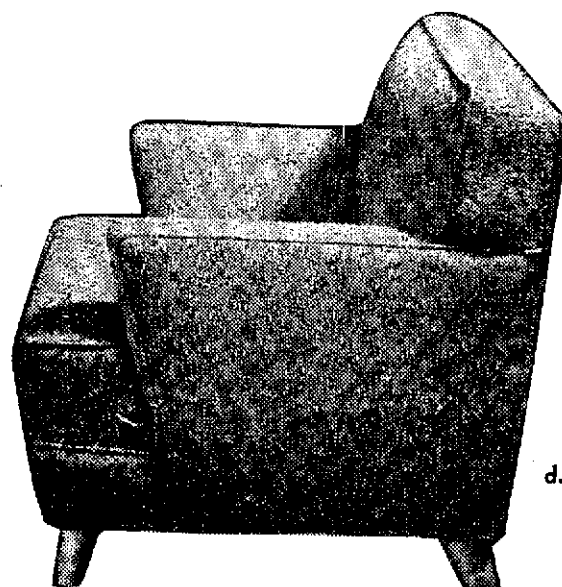
d. lounge chair



b.



c.



d.

Shown here are the important larger pieces. Be sure to come in and see the entire group with correlated occasional chairs, tables and lamps.

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Spring Planting Calendar

By A. C. MacLeod

THE SPRING planting season in the Long Beach area is officially under way. Dozens of nurseries in and around Long Beach are now offering planting stock of every size and description. Among the ornamental shrubs gardeners have their choice of annuals or perennials. One may buy rhubarb, asparagus or artichokes; start dozens of varieties of seedling plants, flowering or vegetable; plant a rose, a gladiolus corm or a dahlia tuber—in short, do just about anything desired in the garden—and do it all right now.

If you want color in your garden in a hurry then select azaleas and camellias. Many of the most beautiful varieties of camellias are now in full bloom. This type of ornamental is one of the most beautiful

for the Long Beach area. The flowers have a perfect form and the colors are rare and exquisite. Camellias are valuable throughout the year, the glossy green foliage acting as an attractive backdrop even after the flowers are through blooming.

One of the easiest ways to grow a garden is to plant seedlings. These are available in both flowering and vegetable varieties. You have your choice of pansies, petunias, snapdragons, stocks, violas, lobelia, larkspur, delphinium, marigold, carnations and asters. Vegetable transplants include: Cabbage, cauliflower, celery, lettuce and parsley. You can also grow green onions from onion sets.

BULBS are also available and this type of nursery stock may prove the easiest kind to grow. One of your best bets for spring planting is the gladiolus. It is advisable to set out the corms at intervals of every two weeks. This type of planting guarantees flowers over a period of many months. Some of the most brilliant tones in the flower kingdom are available in "glads". No matter how small your garden you should plant at least one or two dozen corms.

Tuberous begonias are another "must" on your list of bulbs for spring planting. They are undoubtedly the most brilliant flowers available for blooming in shady spots during the summer. Begonias have won quite a reputation as

shade-loving plants, but don't plant them in dense shade. Semishade is the best location as absence of at least filtered sunlight will lead to spindly growth and inferior blooms. The tubers can be started right away in nursery flats and they should be planted level with the surface. In the outdoor garden do not get them deeper than about one-half an inch.

In the Long Beach area it is advisable to plant bare root roses as early in the spring as possible. Dormant roses should be handled very carefully, taking care of the roots so they will not be exposed to the air. The planting holes should be prepared before the roses are brought home from the nursery. If the bushes can not be planted immediately they should be "heeled in." This is a process that concerns placing the bushes in a ditch and covering them with soil that is kept damp until planting time. Only the tops of the bushes are allowed to show above the surface.



Plants grown in flats at home or bought from nurserymen may be transplanted to speed productivity.

ering them with soil that is kept damp until planting time. Only the tops of the bushes are allowed to show above the surface.

PEST control is also a part of your spring garden campaign. All deciduous trees, shrubs and berries should be sprayed with a dormant spray before the leaf buds break. This tactic should control overwintering and early spring pests. You should be able to control brown rot, scale insects, twig borers and curly leaf disease with a single spray. Maximum results can be expected if the spraying occurs on a warm day. The morning hours are usually best.

You can give all your garden plants a real boost by applying plant food at this time. Your best bet is probably a well-balanced commercial fertilizer. This type of food supplies all the important food factors such as nitrogen, phosphorus and potash. In other words, your plants will receive a full course dinner. Do not apply commercial dry food to a lawn if the grass blades are wet. And as soon as the application is complete wet the food down into the soil. This will prevent burning and drive the fertilizer down to the root zone where it is most needed.

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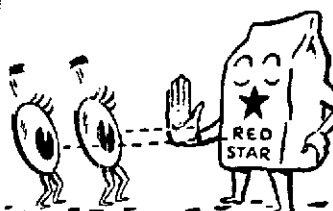
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In getting spring gardens under way, coreopsis is one flower that may be started now. Gladiolus is another.

Alkali—Foe of Camellias

By Donnell Culpepper

ALKALI in the soil is one of the ever-present problems confronting camellia growers. Camellias like a growing medium on the acid side and if the plants do not get acid in the soil, all kinds of disasters may befall these wonderful winter flowers.

Most gardeners desire alkalinity in their yards and such soil is perfect for many types

of sun-loving flowers, but not camellias. For that reason, the gardener just starting to grow camellias may find that he needs to do an about-face with his soil.

Camellias, like all shade-loving plants, do their best when the soil looks the worst. There is no need to fume and fret

when the top soil around a camellia turns green. Such a condition means that the soil is well on the acid side.

Camellias, even when planted properly in an acid soil that has been carefully prepared, can be ruined in the months and years ahead with alkalinity. That alkaline content often comes from the water. Colorado River water—and much of the Long Beach supply comes from that source—has an alkaline content. While much of the alkali is removed by filtering, there still remains a considerable amount in this city's water supply, especially in midsummer when the drain on water is at its heaviest. It is then that camellias are striving to put on their stem and bud growth for the next winter.

Some of the nurseries of

Southern California have had tremendous problems with Colorado River water. Several have developed their own sources of water by digging deep artesian wells. Others, not able to do that, have been forced to use softening processes for the water available to them.

ONE RECENT outstanding discovery has enabled the commercial camellia growers to save thousands of plants which were on the verge of dying due to alkalinity. Water with a high alkaline content did not mix well with leaf mold, long considered an excellent planting medium for shade lovers. The growers immediately began experimenting with all kinds of soils for their seedling and grafted camellias. They came up with this formula:

Three parts peat moss and one part of heavy builder's sand.

Camellias which were dying



Camellia beauty: This is an unusual blossom from Julia Drayton camellia which opened slowly because of cold.

were transferred to containers with such a mixture and immediately began to show new signs of life.

Buddy Jones, a Long Beach grower, used such a mixture for his small camellias. He tried adding another part of Redondo Beach sand and found that it helped.

When this mixture is used, there are several things that should be done. First of all, wet the peat moss thoroughly and break it into a fine mixture. Get into it with your hands and be sure that all lumps are broken into a fine

(Continued on Page 10.)



Here the transplanting job is completed. Top of original root ball is slightly above soil level in container.



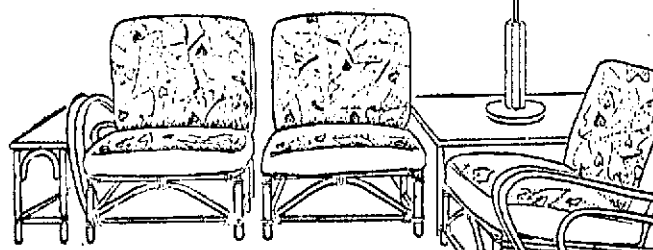
Mix soil for camellia planting thoroughly. Get into it with your hands. churn it up when mixing small amount.



—Photos by the Author.

After can containing camellia for transplanting is cut evenly on both sides, spread it to remove the plant.

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Plant Roses Now

not possible then they should be "heeled in" at once.

The bushes should require no further pruning as this is usually done at the nursery. If the bushes appear shriveled or dried out they should be "heeled in" for about 48 hours. Before doing this be sure to remove any wrapping that might be around the roots. Broken or bruised roots or branches should be removed before planting.

The planting hole should be approximately 18 inches deep and from 18 to 24 inches wide. Form a cone-shaped mound in the bottom of the hole and drape the roots over this formation. Work the soil around the roots a little at a time. Be careful that the root ends do not become twisted or crushed.

The bud union should be about from one to two inches above the surface. Burying the bud union may result in die-back, crown gall and crown rot. Plants that settle too deeply after planting should be raised to the proper height.

As the topsoil is filled in it should be firmed thoroughly about the roots. Leave a shallow basin around each plant to hold the water. Irrigate immediately after planting and when the moisture has penetrated the soil water again. Then fill up the basin with dry soil.

ROSES do best in the sun, preferring an airy location where the ventilation is perfect. A distance of three feet between plants is usually satisfactory but this may be varied slightly either way.

Roses growing in your garden and not already pruned should be pruned at once. It is always best to prune when the plants are dormant and, if possible, after all danger of frost has passed.

Cut away entirely all weak growth and discolored or cracked branches. Then prune back the remaining canes to about one-third or one-half of their original height. Make a clean, slightly slanting cut about one-fourth of an inch above an eye. It is usually advisable to prune to an outside eye. This method of pruning keeps the center of the plant open and produces a more attractive shape.

FOR A new thrill in gardening plant one or more of the All-America Selections. These are the topnotch roses of the year, having been thoroughly tested throughout the country for a two-year period.

The All-America Rose Winners for 1949 are Capistrano, beautiful long tapered buds of bright cherry-red opening to immense long lasting perfect blooms of rose-pink; Mission Bells, a vigorous growing plant with shrimp pink flowers that are heavily scented and often measure from five to six inches across; Fashion, one of the most glorious floribunda roses of all time, a new color that is glowing coral pink and the flowers usually appear five in a cluster; Sutter's Gold, lovely deep burnt-orange buds that open to golden yellow with lines of deep orange and tawny gold plus a pleasing fragrance.



When pruning roses, first cut out all dead, diseased and weak wood. It is best to prune to an outside eye.

Bulbs For Spring

MANY OF the most beautiful flowers in the world can be grown from bulbs planted in the spring. Since most of these ornamentals are normally grown during fairly warm weather you will find that they are not resistant to frost or extremely cold temperatures. So be sure you wait until the ground warms up adequately in your neighborhood. However, these bulbs can all be started indoors in pots or other containers right now even if the weather outside is still very cold.

The popularity of bulbous plants has probably increased, during recent years, more rapidly than that of any comparable type of plant. The reason for the many millions and millions of bulbs being planted in Southern California annually, as well as throughout the nation, is due to the simple fact that bulbous plants are easy to grow and their cost, both initial and maintenance, is exceedingly low.

It is often said that a great deal of food is stored in the bulb and therefore the plant produced can grow by itself. This is, of course, true to a certain extent. But you will also find that most types of bulbous plants will react favorably to regular feeding. Keep in mind, too, that gardening, for bulbs as well as for other kinds of ornamentals, is still a seasonal proposition. Because bulbs grow easily don't make the mistake of planting them out of season. If you do they will prove as stubborn as a mule; they simply won't move an inch.

The most popular bulb for spring planting is the gladiolus. Actually this plant is grown from a corm, rather than a bulb. The difference, to a certain extent, is that corms are hard, solid pieces of underground stems while true bulbs contain an embryo plant surrounded by fleshy leaves or scales. Onions and tulips are example of true bulbs.

Gladioli provide some of the most brilliant color tones to be found in the plant kingdom. It is advisable to plant the corms at two week intervals. This insures a succession of bloom over a period of many months. So don't try to plant all the corms at once.

Here is a tip about setting out gladioli. If the corms are planted deep enough—about five or six inches below the surface—they should not require staking. Also the corms are subject to rotting in heavy soils that retain moisture over any lengthy period of time. To minimize this danger it is best to place each corm on a cushion of sand. Water drains rapidly through sand, thus any excess water will move rapidly away from the corm and root section of the plant.

Tuberous begonias are possibly the second most popular item for spring planting. They are undoubtedly one of the best summer-flowering plants for shady places. But they do not like dense shade. In such a location the plants will be spindly, the flowers small and of poor quality. The dark green foliage contrasts pleasingly with the wax-like flowers.

DAHLIAS are another interesting subject for spring planting. Before buying the planting stock it is wise to examine the tubers carefully to make sure that "eyes" are present. If the tubers do not have an "eye," then no sprout will emerge and you will not have any dahlias next fall. The "eye" is a small swelling on that section of the tuber closest to where the cut was made. Tubers, you should know, grow in clumps. Dahlia growers cut the clumps so that individual tubers may be sold. If the tubers are stored in damp sawdust the eye will develop a shoot and this, of course, is easy to see.

Amaryllis can also be started at this time. These flowers thrive in the Long Beach area and prefer excellent drainage. They do well in practically any soil but heavy clay. The bulbs should be planted with about from one-third to one-half of their height being above the surface. If planted deeply the bulbs may rot.

Other possibilities for spring planting include: Caladium, callas, lilies, tuberose and anemones and ranunculus if started early enough.



Tuberous begonias thrive in semi-shade and are brilliant for summer's bloom.

Amaryllis can be started at this time, in almost any soil except heavy clay.

Foe of Camellias

(Continued From Page 9.)

sitting mixture. Then mix it thoroughly with the sand, or, if you wish, the two sands—builder's and red.

The work doesn't stop there, especially if you are planning to use the mixture for containers, and more and more growers are using pots and cans for their camellias so that the plants may be moved to any location in the yard.

DO NOT overplant the camellias. Small plants may be planted in eight or 10-inch pots and kept there for two or three years. Larger plants may be planted in larger pots or redwood box containers.

If the container is too deep for the plant, fill the bottom portion with coarse gravel and builder's sand before starting to place the peat moss and sand mixture. Be certain that water runs through that bottom portion rapidly. Drainage is very important for container-grown camellias.

In setting the camellia in the container, be sure that the crown of the original root ball is as high or even a half-inch higher than before.

COMMERCIAL men experimenting with this new soil mixture have developed a new feeding technique. In April and June they feed camellias acid food heavy in nitrogen by means of easily-applied liquid fertilizers prepared for that purpose or cottonseed meal-sand-sulphur combination fancied by many. But in August, a superphosphate is used (eliminating nitrogen which stimulates growth and may cause blasting of buds) to cause buds to grow and set early. Reducing cotton seed and increasing sulphur will help with that formula in August feedings.

Watering by hand with a tablespoon of aluminum sulphate in two gallons of water will help counteract alkalinity in dry periods. Several companies have soil and water acidifiers on the market and one of these is approved by the Metropolitan Water District.

Do not feed camellias after August with anything.

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The Robertson naval orange (above) is excellent for winter fruit and the Valencia for summer production.

Home Grown Fruit TASTES BEST

YOU CAN have fruit trees and berries in your garden throughout the entire year. There are early and late varieties and dozens of different types of fruits. Although Southern California has won much fame for her glorious oranges, your planting need not be restricted to this one variety. The next time you go to a nursery be sure you buy at least one fruit tree and a few berry plants. That's the way to make your garden pay off.

The secret of successful fruit growing at home is to select several varieties so the harvesting season will be prolonged. Of course, you may not have sufficient room but at least keep this factor in mind. In the orange group the Robertson is probably the best choice for winter production and the Valencia is certainly the most popular orange for summer fruit. It starts to ripen about May, production continuing for several months.

One of the most interesting

By Arthur Phelan

citrus varieties is the Meyer lemon. This plant will fit into practically any size garden. It is a bush, rather than a tree and can be used for an ornamental as a hedge or specimen plant. The Meyer lemon produces fruit during practically every month of the year. The plants bear when very young and also when quite small. The flavor is somewhat sweeter than the average lemon.

GRAPEFRUIT requires very little care. The best variety for the Long Beach area is the Marsh seedless. The fruits are quite large, practically seedless and very juicy. The Marsh seedless grapefruit matures from May to August along the coastal regions; inland, towards the desert the crop is usually taken from December to May. The skin is quite thin.

Avocados serve two distinct purposes: They provide fruit

and also shade, being one of the most attractive shade trees for this area. The most popular variety is Fuerte, this type representing about 80 per cent of California's commercial crop. It is extremely hardy, has a spreading habit of growth and keeps fairly close to the ground. The fruits ripen from December to May.

You also have your choice of deciduous fruits such as apricots, cherries, figs, peaches, nectarines, plums, pears and nut trees. Check with your local nurseryman to learn the best varieties for your neighborhood.

Citrus trees generally are fairly shallow rooters, most of their feeding roots being no deeper than two feet from the surface, fruit trees of the deciduous class go much deeper. This is the clue to proper watering. Citrus trees require a much richer diet than other types of fruit.

BERRY plants can produce a tremendous amount of fruit for the space they require. But allow at least five feet between the plants and also between rows. Berries have terrific appetites and the soil must be thoroughly enriched. Commercial plant food such as sulphate of ammonia can be applied at blossoming time at the rate of one pound per plant. Bloodmeal applied early in spring is also effective. Spread this fertilizer on the surface, then water immediately to soak it in.

A gentle sprinkling will not

satisfy your berry plants. They need not be watered often but when irrigated the land should really be flooded. The roots spread out to a much greater distance than the canes so water the soil around the plant for several feet in each direction. The summer months are the critical period and during this time the soil must not be allowed to dry out. This is the time when excessive vine growth should be encouraged.

The Boysenberry deserves special mention because it is probably the largest of all berries. The crops are extra heavy, the flavor excellent and the berries have less seeds than youngberries which they resemble in color. The new thornless loganberry is also an interesting innovation as it is easy to pick and the plants produce over an amazingly long period of time.



Oranges like these (left) are high in vitamin content. Long Beach gardeners may grow their own easily.

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Give Yourself a New Lawn

By Robert Ryan



Areas to be seeded with lawn grass should be rolled to level them, removing all depressions and elevations.

ONE OF the most important steps in starting a lawn is providing adequate moisture. From the time the seed is sown until the grass plants are fairly well established the surface must be kept constantly moist. The necessity for satisfying the thirst of the tiny seedlings becomes even more urgent in hot or windy weather. At such times it may be necessary to water three or four times a day.

Information given out by experts on proper lawn watering may seem paradoxical to the average amateur gardener. The claim is made that surface sprinklings are a waste of water, time and money; and yet it is also claimed that the surface should be sprinkled lightly. Oddly enough, both of these tips are correct. It is just a matter of proper timing.

For germinating seed and supplying moisture to a newly-seeded area, surface sprinkling is satisfactory. In fact, pushing a lot of water into the soil accomplishes very little because the roots are not down deep. It is urgent to keep the surface moist as the tiny seedlings can not grope deep into the earth for moisture. They get it only in the area immediately surrounding them. Keep that in mind on your new lawn; a light mulch of steer or peat aids in holding moisture and retarding evaporation from the soil.

But once the lawn is established it becomes necessary practically to flood the area. The roots should be encouraged to go deep into the soil; surface sprinkling on an established lawn is very poor gardening technique. The roots grow in the direction of their water supply; if the moisture is at the

surface then the plants will have surface roots only. On a hot or windy day the top strata dries out badly; and roots in the immediate area may be cooked to death. And that may be the end of a perfect lawn.

TO MAINTAIN a healthy lawn you should feed it at least twice a year; once in spring and once in fall before the cold weather sets in. But for a real luxurious growth fertilize at half the regular rate but apply the food once every eight weeks. New lawn areas may be fed after all grading and leveling has been completed at the rate of from four to five pounds of commercial food per 100 square feet. This is an average and it is advisable to study carefully the instructions on the package of fertilizer. Rake the food into the top soil and then keep the area moist for at least three days before seeding.

Old lawns, before being fertilized, should be cut close and then apply from four to six pounds of commercial food per 100 square feet. Water immediately afterwards and keep the lawn moist for from three to four days. Do not apply commercial fertilizer when the lawn is wet. Severe burning might result. If liquid plant food is used there is less danger of burning but be sure to follow the instructions. Applicators are available so liquid fertilizer can be applied through your gardening hose.

THE MANNER in which you seed a new lawn is much more important than you might think; and how well you do this job may well determine how attractive the lawn might be. The area should be seeded on a calm day, early in the morning usually being best. The seed is extremely light and just the lightest breeze will blow it off its course.

Broadcast the seed in two directions; first divide the total



Small patches of lawn that have become bare should be reseeded as soon as possible, as woman above is doing.

amount of seed you have. Then sow half of it when walking in a north-south direction; this job finished take the balance of the seed and sow it at right angles to the first sowing. This technique assures uniform coverage and equal distribution. Average seeding requires from one to one and one-half pounds per 200 square feet. But some seeds such as rye are larger and will not go as far; on the other hand there are many millions of seed in a pound of bent

grass and naturally this seed, for sowing purposes, goes further.

Let the lawn grow to a height of from two to three inches before the first cutting. The first mowing should take just a little off the tips. Gradually reduce the height of the cut to about one and one-half inches; one and three-quarters of an inch would be even better. Close cutting will ruin a lawn quicker than almost any other single factor.

Try a Seed Box

By Fred Lobetter

EVERY home gardener should know how to start seeds in a seed box, or what florists call a "flat," and when the plants are large enough for their destined place in the garden.

Some plants are difficult to transplant, including all the vegetable root crops and many flowers such as poppies and salpiglossis. But skilled operators can transplant almost any subject.

An advantage of the seed box method is that seeds go farther, since all can be grown to plants, if desired; and the plants are placed in the garden in the exact position where they are to mature, and require no thinning. It is easier to grow very small seeds and difficult subjects in a box; and when the weather is too wet, or dry, too hot or cold, the box can be moved about and sheltered from damage.

Precautions against disease should always be taken. This is easily done by using soil substitutes, rather than soil. Sphagnum moss and vermicu-

lite are substitutes widely used and easily obtained. Both are sterile and sphagnum moss actually destroys fungi.

A thin layer of sphagnum moss, passed through a sieve, and spread over the soil in a flat, can be used to sow the seed in; covering lightly with similar moss. This will prevent "damping off," and similar diseases, which sometimes destroy seeds as they are sprouting, or soon after.

The entire box may be filled with sphagnum moss, or vermiculite, and the seedling plants grown in size substances up to transplanting size. But in that case some fertilizer must be used when the plants have reached a sufficient size to need it.

This will be about when they have made their second pair of leaves, called the "true leaves." Stir a level teaspoonful of balanced chemical plant food into a quart of water and use this to water the plants. One application weekly should be sufficient.

SPRING GARDEN VALUES

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Dormant Roses	89¢ up	3-foot Camellias	\$1.95

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All No. 1 Grade for Spring Blooming

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MAGIC WAND
Electric HEDGE CLIPPER and LAWN EDGER
FASTER—EASIER—SAFER

For the first time a practical lightweight electric hedge clipper for gardeners, home owners, caretakers, that with a mere wave of the wrist will trim any hedge, bush or tree to any desired height or form. Ideally suited for edging lawns or trimming the hard-to-get-to places under trees, bushes, in and around flower beds, etc. Operates on ordinary house current. Fully guaranteed. Finest quality construction.

Only \$17.95. Sent Postpaid. C. O. D., you pay 26¢ postage.

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BUG TROUBLE WITH BANDINI COMPLETE GARDEN Spray Kit

STOP

MAKES GARDEN SPRAYING EASY

All you need to keep your plants insect free for an entire season. Kill-Rite Chlor-dane, Fungicide and Scale Spray, plus the fool proof, hose operated applicator that eliminates measuring guesswork. Get this handy Kit, today!

AT YOUR DEALER

See MIRANDY Saturdays 12:30 P.M. KFTV, Channel 9

The Sport Bar
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Gardening comfort in washable, easy to wear style, smart denim.
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GARDEN SPECIALS

ROSE BUSHES & CLIMBERS 69¢
Plant now—Bare-root season is about over. Our large No. 1 roses such as Tallman, Floradora, E. P. Thom, Pink Dawn, Poinsettia, Night and many others.....
Lighter grade rose bushes and climbers.....each 49¢

CAMELIAS \$1.29
There are many varieties in bloom now. See them and select your favorite from our large gallon can stock. We have selected 20 varieties to place on sale for.....each
These are full, well grown plants 2 to 3 feet tall. Fine roots (not small pots 3 to 4 inches tall). See them today. A one-week special.

Bedding plants: Stock, Snaps, Calendula, etc.....doz. 25¢
Stockyard Fertilizer.....per sack 49¢

Special of the Week
Patented roses—Save 20% on all new and patented roses such as Sutter's Gold, Mission Bell, Forty-Niner, Shaw Girl and many others.

Plenty of Easy Parking — We Close at 12 o'clock Noon Sunday

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Enjoy the vivid colors and healthier plants that A&M higher than normal quality packet seeds provide—Packets are filled from the same lots used to supply critical commercial growers — AND DOUBLE TREATED for heavier root systems, greater disease resistance and sturdier growth.

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For outstanding results — Complete Satisfaction
Buy your Packet Seeds from this Rack—Remember, only A&M Packet Seeds are DOUBLE TREATED.

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CITRUS TREES

Washington navel, kumquat, limequat, Bear's lime, citron orange, satsuma tangerine, Marsh grapefruit, Meyer lemon (tree and bush), tangelo, Valencia orange, Eureka lemon. \$1.95
Choice trees start at.....1

CAMELIAS 49¢ Up

BARE-ROOT (Many Varieties) 2 \$1.69

TREE ROSES Buds 1

BARE ROOT (6 to 8 Feet) 2 Years Old Budded 98¢

BUSH ROSES Bare Root 39¢ Up

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Grapes, Berries, Rhubarb, Artichokes, Bleeding Hearts

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U. S. No Longer Dependent Upon Natural Rubber for Passenger Car Tires

DETROIT, Feb. 18. (AP) As far as passenger car tires are concerned the rubber industry is independent of natural rubber. And progress is being made toward the perfection of all-synthetic truck tires.

These are the views of Dr. Arthur W. Bull, director of tire development for United States Rubber Company. Dr. Bull should know. He has had years of experience in tire development.

The industry isn't producing

all-synthetic passenger car tires, but it can do so and they would be far superior to the prewar variety of all natural rubber. "It's a tribute to the progress made in synthetic rubber," Dr. Bull said in an interview today, "that we are using more of it than governmental regulations require."

The tremendous heat generated in truck tires has been the major obstacle to the use of synthetic rubber in such casings.

Of progress in synthetic rub-

ber research Dr. Bull says: "By far the most important development has been the very recent change in manufacturing technique that has made it possible to combine the principal ingredients of synthetic rubber at much lower temperatures than those previously used."

Industry researchers call the product of this process "cold rubber." It is described as greatly improved in all important phases over earlier synthetic.

ABRASION RESISTED

In resistance to abrasion, the most important feature of a tire tread, the rubber experts say, the new "cold rubber" exceeds by as much as 3 per cent the best natural rubber compounds.

Dr. Bull considers the increased use of rayon cord in tire construction another major advance of recent years. In 1940 as the industry was just beginning the use of rayon cord total rubber industry consumption was about 8,000,000 pounds yearly.

Last year the tire makers were using rayon cord at the rate of 280,000,000 pounds yearly.

"It has given the motorist more miles, more comfort and more safety for his tire dollar," said Dr. Bull. "Those, of course, are the industry's major objectives."

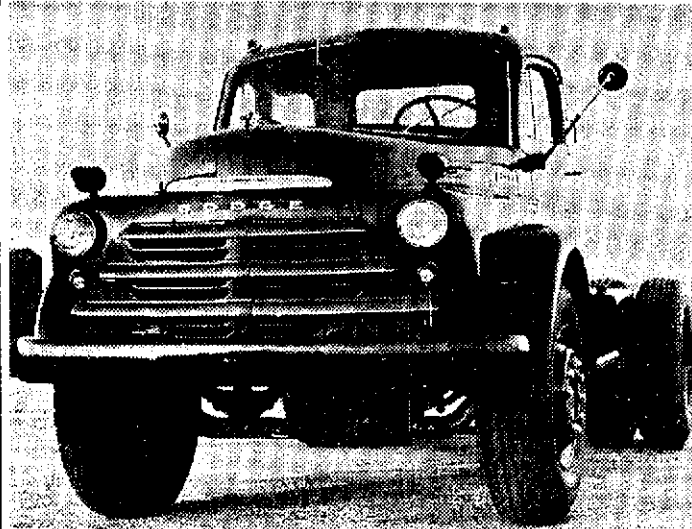
Reviewing tire improvement over the years, Dr. Bull recalls that in 1912 the motorist got about 3000 miles from a set of tires. "Today he gets 30,000 to 50,000," he said.

And, he went on, "when today's motorist complains about the mounting cost of automobiles he has to make an exception of tires. Popular size tires sell today at almost exactly the same price they carried in 1940. Yet, through the efforts of the rubber industry's engineers the motorist gets at least 30 per cent more mileage from today's tires than he did from the 1940 casings."

Small Firm Field

All but 7 per cent of all U. S. concerns engaged in manufacture, distribution, repair and operation for hire of motor vehicles employ less than 20 persons each.

AUTOMOTIVE News



NEW TRUCK MODEL — The entirely new heavy-duty Dodge Y and YA model trucks have a nominal rating of four tons, a gross vehicle weight of 28,000 pounds, and a gross combination weight of 50,000 pounds. A new engine especially designed for the four-tonner delivers 154-horsepower. The new size adds 30 basic models to the Dodge "Job-Rated" line pushing it's total to 396 G. V. W. models. Glenn E. Thomas is the local dealer.

New Car Sales and Factory '49 Output in Close Race

DETROIT, Feb. 18. (AP) The auto industry's passenger car sales last year almost equaled its factory production volume.

Incomplete figures indicate total new car registrations in 1949 exceeded 4,750,000. To this must be added sales in foreign markets and cars sold to governmental agencies and not registered. The aggregate probably comes to more than 4,950,000. The factories built 5,108,841 cars in 1949. So sales were below output by the smallest margin in many years.

Of the 4,750,000 domestic sales last year, the "Big Three" of General Motors, Ford and Chrysler accounted for more than 4,000,000.

As reflected in the new car registration totals, the 1949 line-up of the various makes will show little change from the previous year. Excepting Hudson, which moved up from 11th to 10th place, the first 10 in total registrations probably will be unchanged.

Kaiser, which occupied 10th place at the end of 1948, wound up in 16th position last year.

Heading the list, of course, was Chevrolet, followed by Ford, Plymouth, Buick, Pontiac, Dodge, Oldsmobile, Studebaker and Mercury.

Rubber in Road Surfacing May Increase Safety

Interest in so-called rubber roads is continuing to grow.

Recently the rubber growers of southeastern Asia set up a Natural Rubber Bureau in Washington for the purpose of developing the market for natural rubber in the United States. One purpose of the rubber bureau will be to seek use of natural rubber in road construction.

EXPERIMENTING

Massachusetts, meanwhile, has joined the list of states which will test the advantages of adding rubber to road surfaces. Experiments are being carried out on two sections of highways there, one on the Concord Turnpike and another on a city street in Wrentham. The surfaces will be of bituminous concrete in which 5 to 10 per cent rubber is added.

Massachusetts State Public Works Commissioner William F. Callahan has said the most important consideration in the tests is to find out how the rubber-treated roads will stand up after a deep frost that is followed by thawing.

"If rubber will keep the pavement from erupting, the state will save a lot of money," Callahan said. He reported that the cost of laying 1000 feet of rubber-treated surface will be approximately \$9000, only slightly above the normal cost of bituminous concrete.

SKIDDING CUT

Rubberized roads in the Netherlands and Belgium have reportedly been found to offer improved comfort in riding, better durability and a higher anti-skid quality, but Callahan said "the wear and tear of American motoring will give a more severe test on a single Sunday than the Europeans would experience in a month."

In Virginia, results of six months of tests on roads in whose surfaces rubber was used were revealed by the Virginia State Highway Department. The tests found skidding was materially lessened. A car traveling 40 miles an hour was brought to a stop within 87.5 feet, compared with 101.2 feet on a highway with no rubber content.

Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

CADILLAC for 1950 is scheduled to go on display locally the end of this month at Riding Motor, 15th St. and American Ave.

All the new models are lower than the 1949 cars—some as much as four inches. All are styled in long, low contours to give a further "close to the ground" appearance. Lowering of all models has been accomplished by a complete re-designing of the frame, which is now shallower but more rigidly constructed than ever before. This important change has made it possible to take advantage of the greater stability that accompanies reduced car height, while maintaining the same road clearance. Interior body head room also has been maintained and in some models increased.

For 1950 the longer, broader rear deck, introduced in the '49 Special last year, becomes a feature in the styling of the Coupe De Ville, Convertible and Series '62' Coupe. This longer deck, coupled with the advantages gained by mounting the gas tank directly to the body floor and re-positioning of the new shock absorbers, increases trunk space to more than 14 cubic feet.

All models in Cadillac's new line of cars are powered by the new high compression V-8 engine designed by Cadillac engineers and introduced in the 1949 cars. This power plant is now in use in more than 92,000 Cadillac cars, and has a high compression ratio of 7.5 to 1.

On the 1950 models wheelbases are—for Series "61"—122", for Series "62"—126", for Series "60" Special—130", and for Series "75"—146". General Motor Hydra-Matic transmission will be standard equipment on all models.

Cadillac customers have a wide selection of the most advanced body styles with nine distinctively different models available in four series for 1950. In Series "61", a five-passenger two-door coupe and a five-passenger four-door sedan. For Series "62", a five-passenger two-door coupe, a five-passenger four-door sedan; the Coupe De Ville, and a five-passenger convertible coupe. In the Series "60" Special, a five-passenger four-door sedan. And for Series "75", seven-passenger touring sedan and seven-passenger Imperial sedan.

Congress last week was asked to give relief to the nation's No. 1 tax victim, the American motorist.

The Automobile Manufacturers Association announced that it is seeking a hearing before the House Ways and Means Committee on behalf of the "forgotten taxpayer," the user of the high-

ways, who is taxed \$1.3 billion annually in federal excise taxes alone, in addition to billions in state and local taxes.

"The motorist is nearly forgotten in taxation discussions in Washington today," William J. Cronin, A. M. A.'s managing director, said.

When Congress imposed automotive federal excise taxes eighteen years ago, it promised they would be "temporary" to meet depression needs. Instead of removing the tax, Congress doubled it in 1941 to discourage war-time use of motor vehicles. Every motorist remains a victim of this discriminatory, unfair and burdensome tax."

The motorist who buys a new car pays 7 per cent in federal excise tax on the manufacturer's list price, which adds about \$95 to the average car cost. The truck buyers must pay 5 per cent. Gasoline and oil, tire and tubes also bear the special excise. The A. M. A. director pointed out.

"Our industry believes early and complete repeal of the excise taxes on automotive products is imperative," Cronin said, "before production, sales and employment in the automotive and allied industries are adversely affected on a national basis by the regressive effects of such a heavy tax." These taxes were first imposed in 1917 as a war measure.

Dodge has expanded its line of "Job-Rated" trucks in the long tonnage field to include a rugged 4-ton heavyweight. L. L. Colbert, president of the Dodge Division Chrysler Corporation, announced the company in introducing the entirely new and more powerful truck in 30 basic models.

Designated as the "4Y" and "4A" models, the new trucks have a nominal rating of four tons, a gross combination weight of 50,000 pounds, and a gross vehicle weight of 28,000 pounds—an increase of 5000 pounds over the 23,000-pound maximum G. V. W. formerly offered by Dodge.

A completely new engine that develops 330 pound-feet gross torque was specially designed for the new 4-tonner. The six-cylinder engine delivers 154 gross horsepower, has a compression ratio of 6.5 to 1 and a displacement of 377 cubic inches.

Important new engine features that insure high power output with low cost operation include twin carburetors, twin manifolds, a twin exhaust system and hydraulic lifters. Body and payload allowance run up to 19,800 pounds. The trucks are built with wheelbases of 130, 142, 154, 172 and 190 inches.

DEALERS' DOINGS—Duke Hatten, down at Packard Long Beach, is very enthused over the completion of Packard's new \$7,000,000 plant addition, devoted solely to the production of the company's new Ultramatic Transmission. Duke states that he now has Ultramatic equipped models on display at his 1427 American Ave. showroom.

Police Squad Gives Safe Driving Talks

CHICAGO, (AP) The newest Chicago police squad is known as the "brief case brigade." There are eight officers in it. They pack up charts and statistics and go out and preach the gospel of traffic before church, school, club, labor union and other groups. The missionary work is a phase of the city's campaign against motor vehicle deaths.

Rabbit Not Lucky

LEXINGTON, Ky. (AP) A highway safety poster near here, after urging motorists to drive sanely, adds this postscript: "Remember, Sonny, that rabbit's foot didn't save the rabbit!"

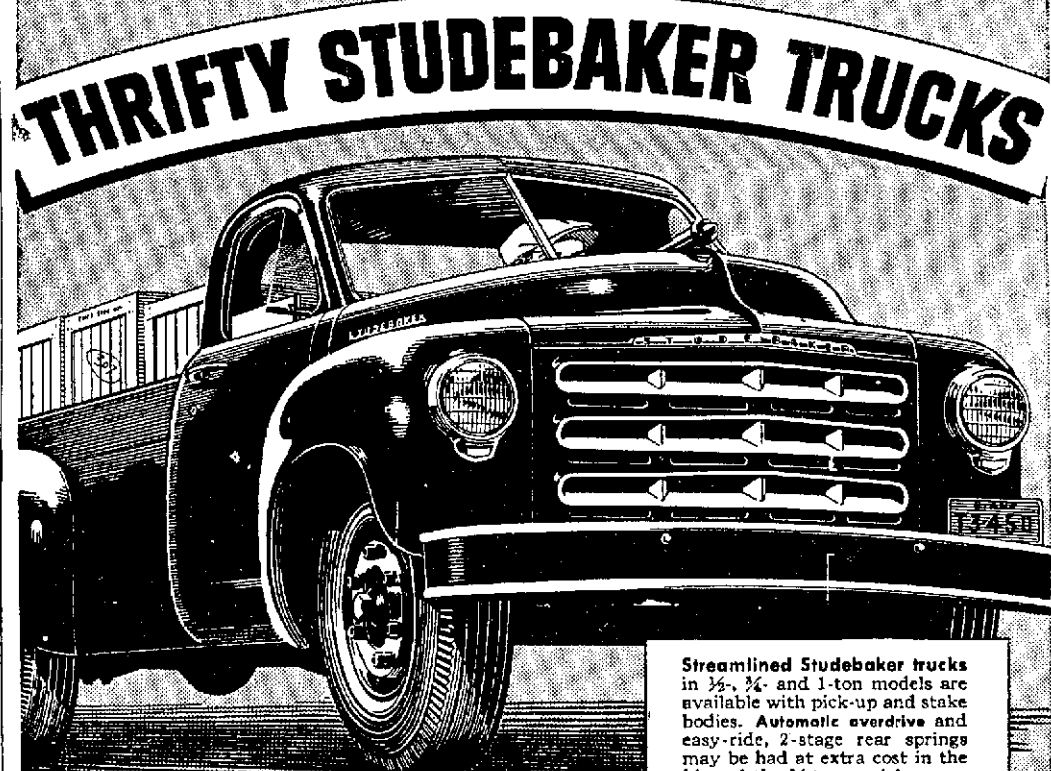
YOUR CAR WILL LOOK LIKE NEW



WITH A NEW PAINT JOB AT IRWIN'S

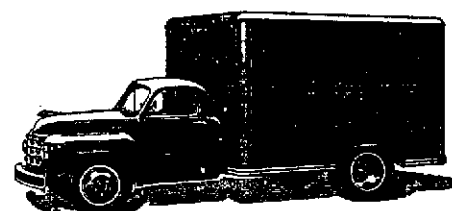
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It Costs No More In OUR MODERN SHOP
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New Studebaker ideas pay off in big savings for truck owners!

- See these husky, handsome, thoroughly modern Studebaker trucks—now in design and construction!
- See the new way Studebaker reinforces a truck frame—with a rigid and rugged, twist-resisting K-member up front!
- See what Studebaker has done to give these trucks new pulling power, new staying power, money-saving new earning power!
- A cab of new roominess, visibility and comfort! A low floor and enclosed safety steps! "Lift-the-hood" accessibility!
- Stop in and see these amazing new money-saving Studebaker trucks right away!



Studebaker's powerful 1½-ton and 2-ton trucks are available in four wheelbases. Studebaker's thrifty Power-Plus engine in this 16A and 17A series develops exceptional horsepower—provides plenty of high torque.

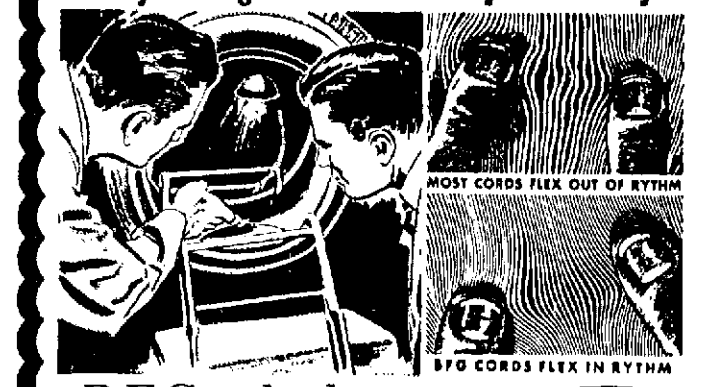
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ED JAMES, INC.

3449 Atlantic Avenue, Long Beach 7, Phone 4-8603 14th and American Ave., Long Beach, Phone 4-4218

STUDEBAKER TRUCKS LEAD IN COMFORT AND CONVENIENCE FOR THE DRIVER!

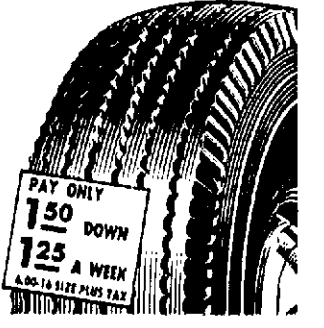
Stop in before you trade tires . . . See this money-saving difference with your own eyes!



B.F. Goodrich
"Rythm Ride"

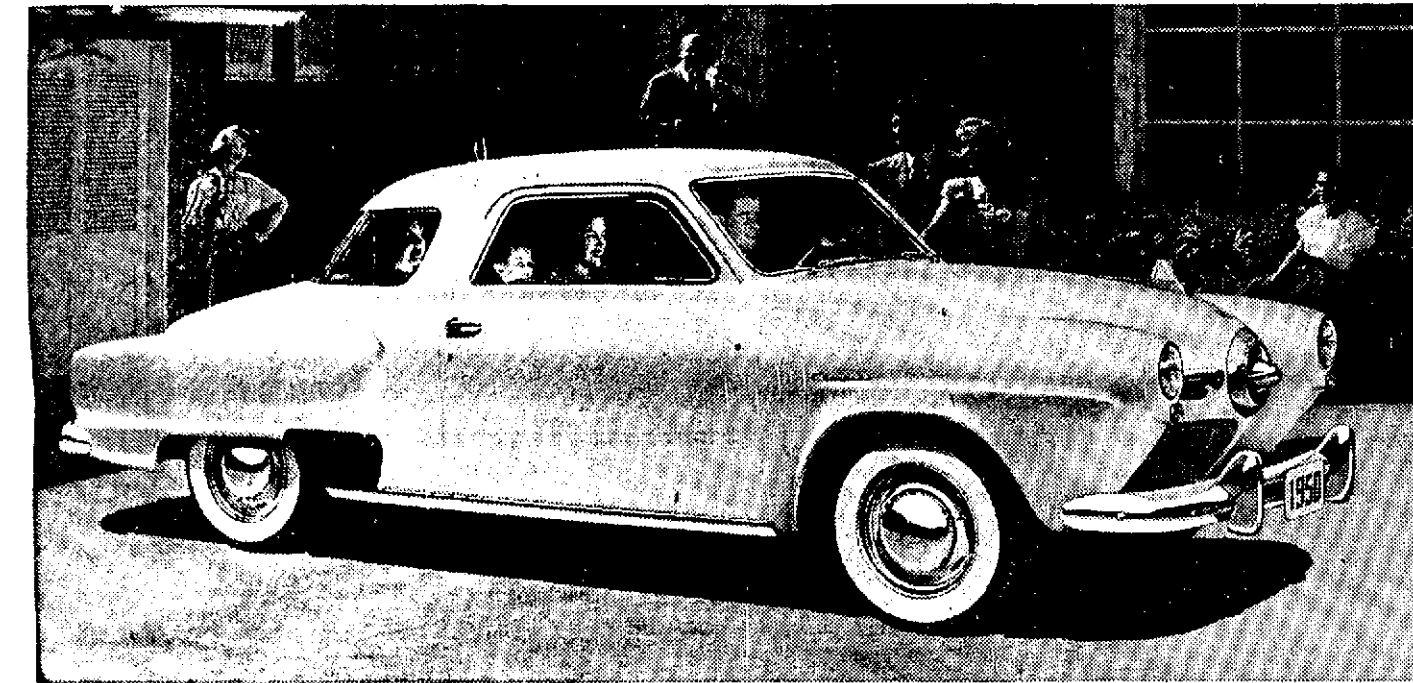
MORE MILEAGE, SAFETY, COMFORT

"Rythmic-Flexing Cords" make the difference! Unlike cords in most tires, BFG cords work in *rythm* to share the wear for more miles—cushion the impact for more comfort—absorb the road punch for more safety. LIBERAL TRADE-IN ALLOWANCE FOR YOUR PRESENT TIRES!



B.F. Goodrich

1467 West Pacific Coast Highway — Phone 6-6205



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WHEN YOU DRIVE UP IN *Your* NEW

1950 STUDEBAKER

THE ONLY CAR THAT DARES TO BE DIFFERENT!

You not only acquire a fresh new individuality in this striking, stunning car with the "Next Look", but you also enjoy all the money-saving advantages of Studebaker's famous economy as well as the relaxing comfort of its matchless "Miracle Ride." And to top it all off

You Get A

KING-SIZE TRADE-IN ALLOWANCE FROM

Popular De Luxe CHAMPION

4-Door Sedan

\$393 DOWN!

Plus tax and license
FOR AUTOMATIC OVERDRIVE AND MILEHOLDER ADD \$25 TO DOWN PAYMENT
30 Months on Balance

ED JAMES

World's Champion Studebaker Dealer

AMERICAN AT 14TH

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Showroom Open Nights Until 9!

Popular De Luxe COMMANDER

4-Door Sedan

\$471 DOWN!

Plus tax and license
FOR AUTOMATIC OVERDRIVE AND MILEHOLDER ADD \$27.50 TO DOWN PAYMENT
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Regal De Luxe CHAMPION

"Starlight" Club Coupe for 5 passengers

\$417 DOWN!

Plus tax and license
FOR AUTOMATIC OVERDRIVE AND MILEHOLDER ADD \$25 TO DOWN PAYMENT
30 Months on Balance

Yes! Studebaker's Really Got it! Come and Get it!

Capsule Charge to Start Engines in Cold Weather Made by California Co.

By DAVID J. WILKIE
Associated Press Automotive Editor

DETROIT, Feb. 18. (AP) Remember when the approved way of starting a cold auto engine was to pour a kettle of hot water on the intake manifold?

Now comes a capsule to be fed to the engine and provide heat from the inside. Ten-second starting at 40 below zero is claimed for the capsule and the device for injecting its contents into the engine.

The capsule is of gelatin. Its fluid content is a combination of ethyl and ether and certain products of petroleum.

The capsules, already in production, were announced today by the California Oil Co. The mechanism for injecting the fluid is on the way, the announcement said.

As described by the oil company, the capsule, about the size of a robin's egg, contains a teaspoon of fluid. The capsule is placed in the reservoir of the injection device, punctured and the fluid forced through one or more atomizing nozzles attached to the intake manifold.

CHAMBER WARNED

Mixing with air, the atomized fluid, when subjected to the ignition spark, explodes and warms the combustion chamber, preparing it for the intake of normal fuel. Explosion occurs because the fluid has a very wide explosibility range compared to that of conventional fuels.

Of course, the car battery must be capable of delivering a spark to the combustion chambers.

The oil company estimates the injection device will cost about \$15 and that each start will cost about 9 cents. The starting fluid is described as a wartime discovery, developed for use of the United States armed forces in starting cold motors of heavy machinery in low temperature areas.

C. J. Moody, vice president of the California Oil Co., describes the injection service as consisting of a plunger, reservoir and primer, installed on the dashboard or on the steering wheel column of the car. The rest of the device, coiled copper wire leading from the primer, and an injection nozzle, are under the hood, near the engine.

INSTALLATION SIMPLE

Installation is said to be extremely simple. It involves the drilling of a hole into the manifold for the injection nozzle and connecting the copper tubing to the reservoir in the driver's compartment.

"For low temperature areas where freezing weather assails the motorist year in and year out," Moody said, "the new starting fluid will be a great boon to drivers. For areas where extreme cold affects the motorist only once in a while, the capsule will still be a handy car starting remedy."

The capsules currently in production are intended for passenger car engines. Others, somewhat larger, have been designed for trucks, tractors and other

Truck Impact Far Greater Than Auto

Trucks hit 16 times harder than automobiles, according to the Interstate Commerce Commission and the National Safety Council. Analyzing 1208 truck accidents caused by mechanical defects, the ICC reported a total property damage of \$2,636,895, or an average of \$2182 per crash.

Minnesota Drivers Licenses Recognized

ST. PAUL, (UP) Removal of a Massachusetts restriction against Minnesota licensed drivers operating any other than Minnesota cars in that state has ended the last exception to full recognition of Minnesota licenses in all states, according to the Minnesota highway department.

GOOD YEAR TIRES

STOP

HERE FOR THE BEST
BRAKE JOB

IN TOWN

GOOD YEAR

UNI-BOND PROCESS

BRAKE LINING

- 50% More Wear
- 15% More Lining Area
- No Rivets to Score Brake Drums

\$17.50

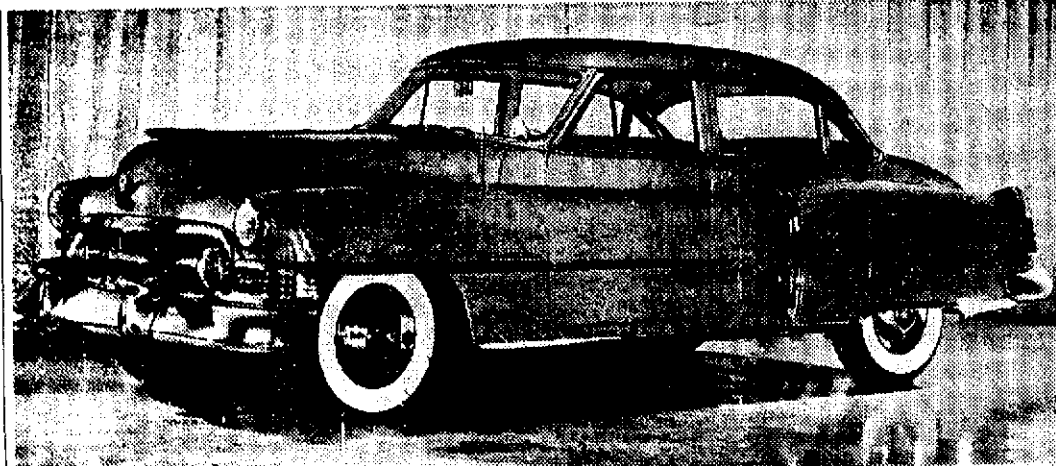
EASY TERMS

ALL HYDRAULIC BRAKES
Includes Lining and Labor

GOODYEAR SERVICE STORES

444 E. Anaheim • Ph. 6-2279

Sunday, February 19, 1950



CADILLAC FOR 1950—The new Series 62 Cadillac sedan reveals the new styling's flowing design in full proportion. A full five-inch increase in body length permits relocation of the rear seat well forward of the wheel housings. Repositioning of this seat and moving arm rests to the doors allows greatly increased hip room in the rear seat. Passenger comfort in all '50 models is emphasized by a completely new experience in smooth, soft riding quality, as well as by the luxury of increased interior roominess. Hydra-Matic transmission is standard equipment on all 62 models. New models will be shown here this month at Ridings Motors, 15th and American Ave.

Chrysler and Coal Strikes Cut Automobile Output

DETROIT, Feb. 18. (UP) Motor vehicle output in the United States this week will total 117,375 units, Automotive News estimated today. Included in the total will be 94,846 cars and 22,529 trucks. Last week the factories built 95,557 cars and 22,442 trucks. Automotive News said the Chrysler strike and the coal situation currently are responsible for the production loss of 40,000 vehicles weekly. By this week's end, the trade paper said, Chrysler's strike losses alone will rise to 115,000 cars and 9400 trucks. The corporation's plants have been closed since Jan. 25. Despite the production curtailment, however, the one-millionth vehicle of 1950 should come from the assembly lines next week.

'Free Zoo' Rackets Exposed by Association Director

WASHINGTON, D. C., Feb. 18. "Free zoos" which all but invariably are come-on gambling traps in disguise, are again operating along the highways, particularly in the southeast, the American Automobile Association reported today.

Advising affiliated motor clubs to put members on guard against such establishments, Elmer Jenkins, A. A. A. national travel director, said:

"Complaints again are being received from motorists who have been swindled out of large sums of money at these 'free zoos.' In one case, a Michigan motorist is reported to have lost a thousand dollars."

"These 'free zoos' usually have a few animals around and some curios for sale. When the motorist inquires the price of some particularly valuable article, he is told it is not for sale, but can be won if he's lucky at 'the old Indian game' or similar sporting ventures. There's almost invariably a 'shill' or come-on man who poses as a visitor and helps to get the stranger involved."

"The whole set-up is cleverly designed to snare the unsuspecting; the first modest wager brings a winning combination, but the player must keep increasing his stake in order to 'protect'

his winnings until the pay-off. The evidence that has come to our attention indicates that these games never do pay off." The entire problem of protecting unwary motorists against such gambling places will be discussed at a meeting of the A. A. A.'s national touring board which meets in Washington, D. C., Feb. 20.

FOR Quick Start, Smooth Riding, Good Mileage.

MOTOR TUNE WITH MOTOGRAPH
Accurate Measure of Motor Condition
\$4.50

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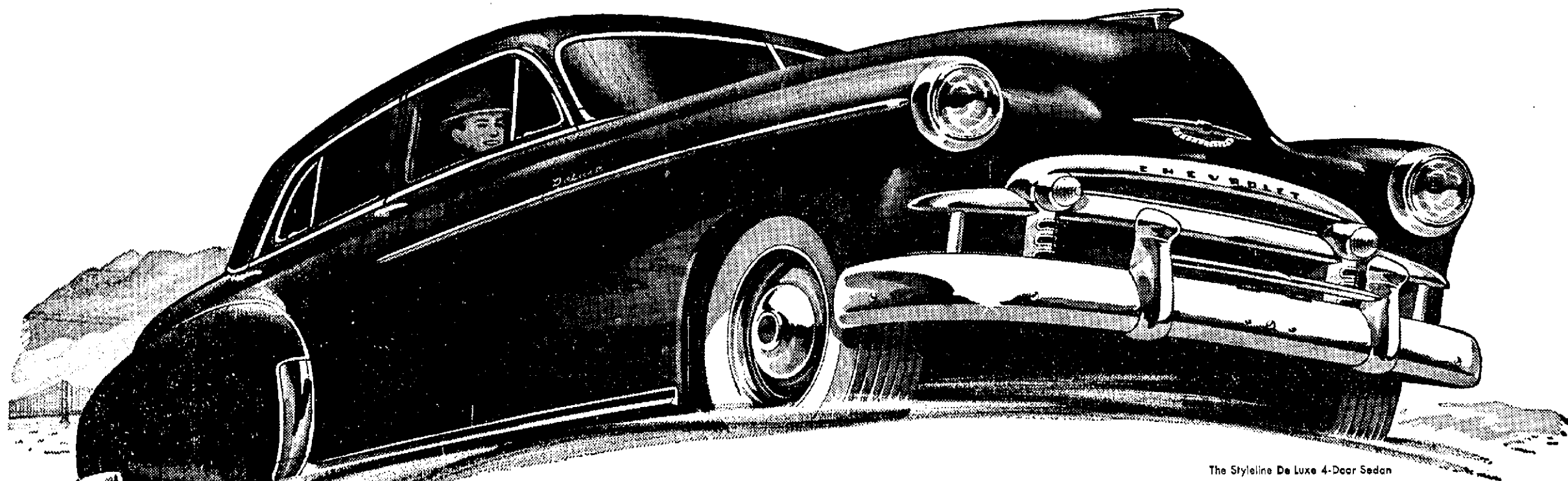
SMITH AND DOSSER YOUR LONG BEACH KAISER-FRAZER DEALER

ANNOUNCE THEY ARE GOING TO OCCUPY THE RECENTLY VACATED MASTERS BUILDING AT
1235 AMERICAN AVE.

Moving Will Be Completed This Week

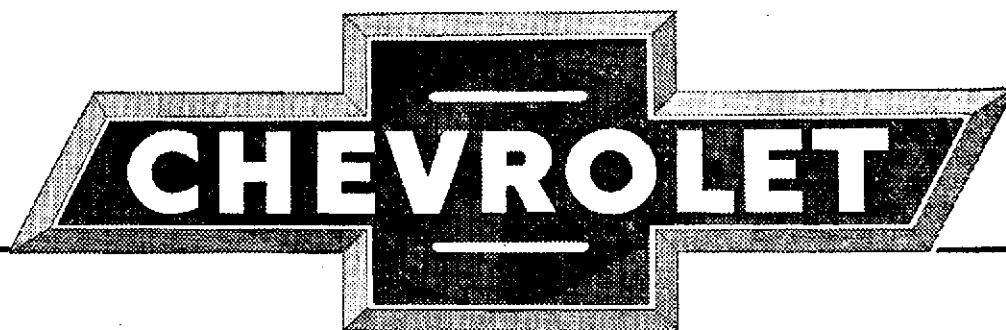
SALES and SERVICE Operations Are Still at the Old Location
999 AMERICAN AVE.

Chevrolet alone
in the low-price field gives you all that's beautiful . . .
all that's thrilling . . . all that's thrifty!



The Styleline De Luxe 4-Door Sedan

FIRST . . . and Finest . . . at Lowest Cost!



Yes, you can expect the new standard of powerful, dependable low-cost performance from the 1950 Chevrolet . . . just as you can look to it for the new standard of beauty, driving and riding ease, and all-round safety.

For Chevrolet, and Chevrolet alone in the low-price field, brings you all that's beautiful, all that's thrilling, and all that's thrifty for '50!

Only this car brings you the eye-catching, pride-inspiring beauty of new Style-Star Bodies by Fisher—widely recognized as the world's standard of fine coachcraft—at lowest cost.

Only this car offers you a choice of

the finest standard or automatic drive as well as the finest performance with economy from two great Valve-in-Head engines at lowest cost.

Only this car gives you the luxurious comfort and riding smoothness of the Unitized Knee-Action Ride . . . and the stability and road-steadiness of the largest, heaviest automobile in its field . . . at lowest cost.

And only this car provides the additional safety-protection of Curved Windshield with Panoramic Visibility, proved Certi-Safe Hydraulic Brakes, Safety Plate Glass in windshield and all windows, and many other impor-

tant safety factors, at lowest cost.

That's why record numbers of men and women are visiting Chevrolet showrooms in all parts of the country . . . inspecting, praising and placing their orders for this new 1950 Chevrolet . . . and pronouncing it "America's Best Seller, America's Best Buy."

Come in. See Chevrolet for 1950—the only car offering you all these features of highest-priced cars at the lowest prices and with such low cost of operation and upkeep. See it today, and we believe you, too, will wholeheartedly agree that it's first and finest at lowest cost!

Chevrolet—and Chevrolet alone—brings you all these fine car advantages at lowest cost! NEW STYLE-STAR BODIES BY FISHER IN SPARKLING NEW COLOR HARMONIES . . . NEW TWO-TONE FISHER INTERIORS, EXTRA-ROOMY, EXTRA-LUXURIOUS . . . CENTER-POINT STEERING AND UNITIZED KNEE-ACTION RIDE . . . CURVED WINDSHIELD WITH PANORAMIC VISIBILITY (IN FISHER UNISTEEL BODIES) . . . BIGGEST OF ALL LOW-PRICED CARS (LONGEST, HEAVIEST CAR IN ITS FIELD, WITH WIDEST TREAD) . . . PROVED CERTI-SAFE HYDRAULIC BRAKES . . . AND, OF COURSE, CHEVROLET IS EXTRA-ECONOMICAL TO OWN, OPERATE AND MAINTAIN.

POWERGLIDE AUTOMATIC TRANSMISSION*

Here, for the first time in low-cost motoring, is a truly automatic drive. Chevrolet's exclusive Powerglide Automatic Transmission and 105-h.p. Valve-in-Head Engine, most powerful in its field, bring you an entirely new kind of smooth-flowing movement at all speeds, without clutch pedal, "clutch-pushing" or gearshifting. All this with traditional Chevrolet economy in over-all driving!

*Combination of Powerglide Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.

AMERICA'S BEST SELLER . . . AMERICA'S BEST BUY!

BEACH CITY CHEVROLET CO.

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GEO. E. HOOVER, INC.

601 AMERICAN AVENUE—PHONE 6-5291
LONG BEACH, CALIF.

HARBOR CHEVROLET CO.

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SEARS
Long Beach

COLDSPOT HAS IT

GIANT 41.3-lb. Stainless Steel Frozen Food STORAGE Chest

EXCLUSIVE HUMIDATOR
FOR ALL YEAR MOIST COLD

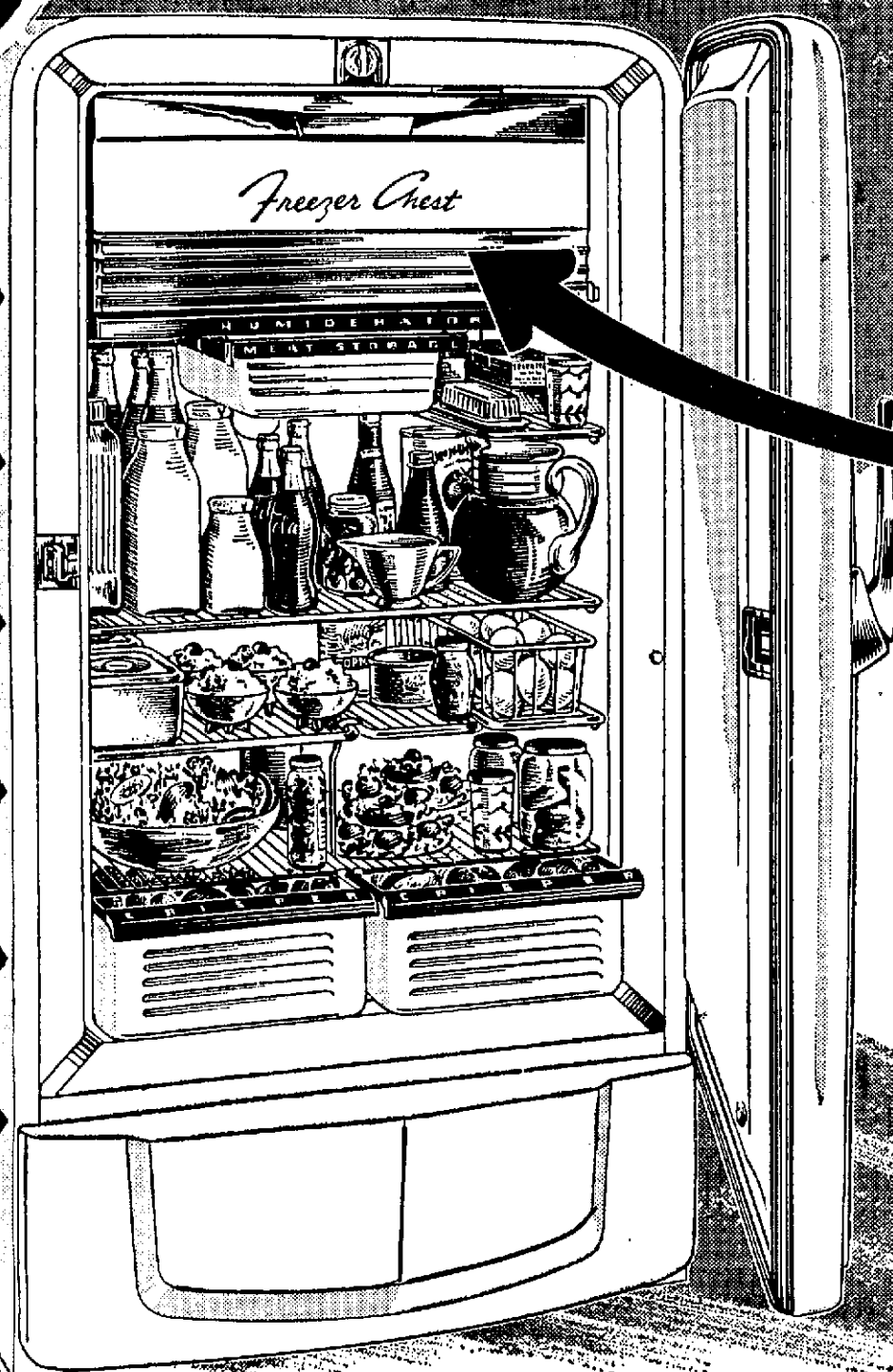
PORCELAIN ENAMELED
MEAT STORAGE DRAWER

STAINLESS STEEL SHELVES
ALWAYS STAY BRIGHT

WATERMELON SHELF EASILY
ADJUSTS FOR BULKY STORAGE

PORCELAIN ENAMEL CRISPERS
KEEP FOODS GARDEN FRESH

1950 COLDSPOT KEEPS ALL
FOODS BETTER, SAFER



IF YOU WANT
THE BEST FOR
YOUR FAMILY—
CHOOSE 1950
COLDSPOT...

27995
\$10 DOWN
Sears Easy Terms
Usual Carrying
Charges

... **BIG! 8.4 cubic feet of Coldspot!**

NEW FOR 1950—TOPS IN CONVENIENCE—UNMATCHED FOR QUALITY!

You will choose Coldspot because it offers the new and wanted features for ease in proper food-keeping! Features all steel seamless cabinet with exclusive Durabond finish that is satin smooth—always stays white. Automatic door latch swings the door open or closed with a touch of the fingertip! Exclusive Perma-Thrift unit is bathed in oil and sealed in steel for life! Five Year Protection Plan plus Sears own guarantee is double assurance of your satisfaction! See Coldspot at Sears!

Buy better quality merchandise right now, pay for it while you use it! On purchase of \$20 or more—just small amount down, balance in convenient monthly payments.

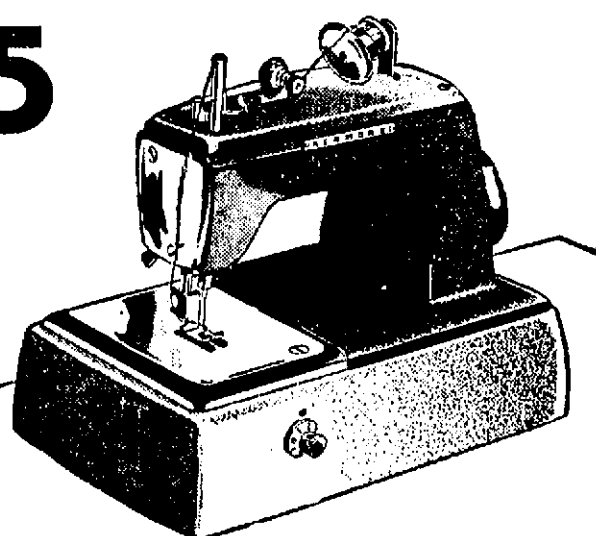
Regular 59.95 'Kenmore' Portable Sewing Machine

49.95

Only \$5 Down

Sears Easy Terms
Usual Carrying Charge

Imagine! Actually smaller than a table radio! Weighs only 7 1/2 pounds! Concealed motor, foot controls, positive tension adjustment. Compact, featherweight aluminum body, smooth, silent operation! See this portable at Sears now! Save \$10!

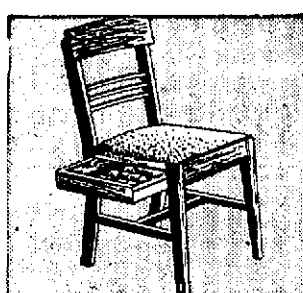
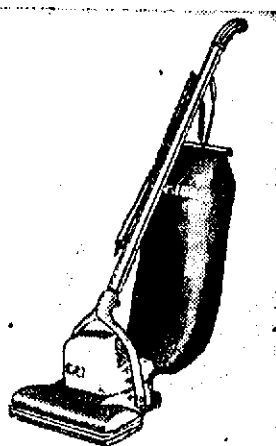


Regular 44.95 Fast "Kenmore" Vacuum Cleaner

29.95

\$3 Down, Easy Terms
Usual Carrying Charge

Housecleaning is done in a jiffy when you use a Kenmore vacuum! With powerful 1/4 H.P. motor. Buy a Sears Kenmore and get a liberal trade-in allowance. Value!



17.95 Sewing Chair
13.50

Solidly constructed. Has concealed drawer and padded seat. Pecan wood in mahogany or walnut.

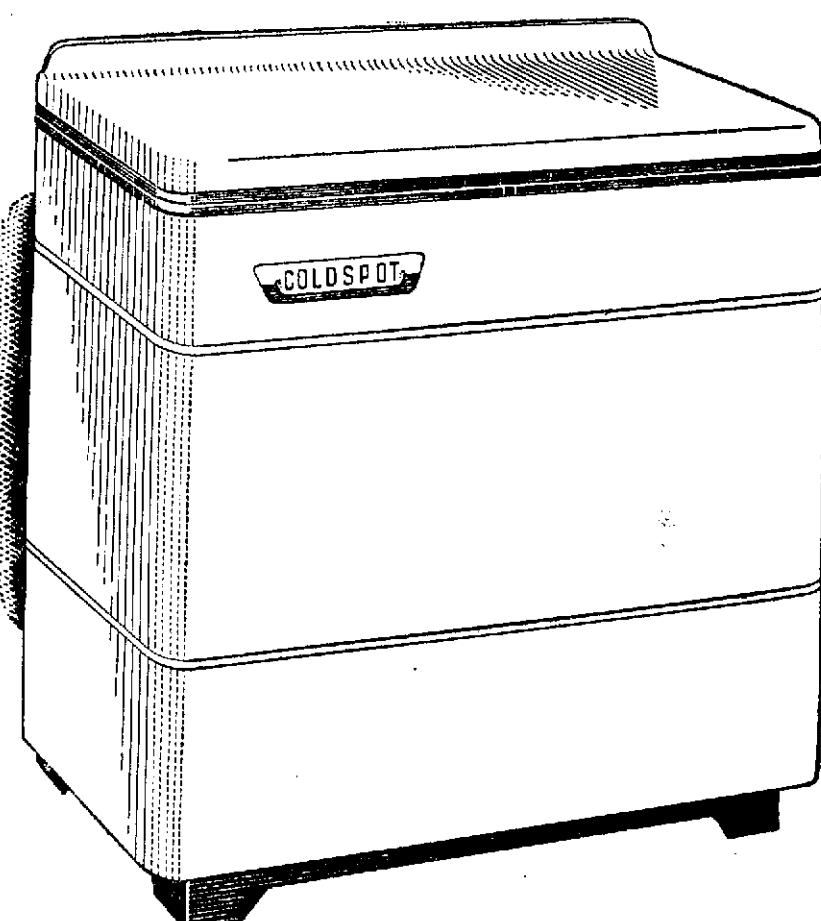
Kenmore Washer Value! Fully

AUTOMATIC

189.50

\$5 Down
Sears Easy Terms
Usual Carrying Charge

Just think—a touch of the dial does all the washday work! Wonderful agitator action, 7 complete rinses, flexible washing cycle, many other features! See 'Kenmore' today! You'll agree it's the best! Exclusively at Sears!



Save \$15! Regular 164.95 Coldspot Freezer Reduced!

149.95

\$5 Down
Sears Easy Terms
Usual Carrying Charges

This 4.1-cubic-foot freezer takes up so little space, yet stores 144 pounds of frozen foods! Beautifully finished porcelain enamel work top! Freeze and store at the same time in either food section . . . automatic cold control and adjustable divider. Here is a really sensational value of a magnificent new freezer at this low, low price! Save!

Open Monday and Friday 12:30 to 9:15
Other Days, 9:30 to 5:30

"Satisfaction guaranteed or your money back" **SEARS**

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